

# Social Media Marketing

## Step 1: Identify My Target & What They Want From My Business Worksheet

### **Who is your target market?**

(Note: “Everyone” is not an appropriate answer. Be more specific)

1. Are they male, female or both?
  
2. What is/are your target market's:
  - a. marital status?
  - b. educational level?
  - c. income level?
  - d. age?
  - e. interests (hobbies, activities, etc.)?
  - f. other descriptor?
  
3. Where do they live?
  
4. Where do they shop?
  - a. Online? Where online? (Be specific)
  
  - b. If brick & mortar stores, identify geographic location.
  
5. What do they need or want from you? (Some might ask, “What is their pain?”)
  
6. What is unique about you and your product or service?
  
7. How does your product or service meet your target market's needs?