*Marketing Dynamics* Unit 3

# Activity 3-9 Customer Profile

## Directions

Based on your research for the target market analysis and market segmentation information, complete the following to create a profile for your typical target-market customer. This profile will help you create the marketing mix and messages that appeal to your best customers.

## Activity

1. Create a summary of the typical customer based on the following information. Note: this summary will appear first, but will be created last.

Title: Customer Profile for <<Place Answer Here>>

<<Place Answer Here>>

1. List all the demographic information possible about your target customer. For example, this may include age, marital status, family size, children’s ages, education, income, etc., for consumers. Business customers will have different demographics based on size, industry, type of business, etc.

Headline: Demographics

<<Place Answer Here>>

1. List all of the regions, states, cities, or neighborhoods where your customers live, work, or have offices/headquarters.

Headline: Geographic

<<Place Answer Here>>

1. List any relevant psychographic information about your target customer. For example, for consumers, that may include their interest, hobbies, travel, product preferences, etc. Business customers will have very different psychographics related to the type of business in which they work and their product needs.

Headline: Psychographics

<<Place Answer Here>>

1. List any relevant behavioral characteristics or buying behaviors. For example, a consumer may be brand loyal, a moderate user, and want the product for a specific reason. Again, business customers will have different behavioral traits and buying behaviors.

Headline: Behavioral

<<Place Answer Here>>

1. Compile the information to create the customer profile. If there is enough information to make this a separate document, add it to the Appendices of your marketing plan.
2. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity3-9.docx (i.e., JohnSmith\_UnitActivity3-9.docx).