



# the brand experience

a pro guide to branding, finding your  
essence and building a brand that has  
your voice and is all about engagement

part 3  
for whom?

 [fabipaolini.com](http://fabipaolini.com)  
branding + design

# part 3 for whom?



You already determined what you do, why you do it and where you want to go. Now comes one of the most important parts of The Brand Experience; determining your target market. These are the people that will make your business exist. However, you must be careful not to fall into the trap of believing that your products or services are for “everyone.” Not understanding that there are specific groups or types of people who you need to communicate to will hurt your branding efforts. Target marketing allows you to focus your brand message on a specific market that’s more likely to follow you than others. It’s a much more affordable and efficient way to reach potential clients and generate business. You might have 2-3 target groups. There are 2 areas in which you can focus in order to define your customer profile: demographics and psychographics.



Tip: If your brand already exists, you can utilize your social media to understand who your audience already is. Take advantage of tools such as Facebook Insights to see who follows you and their demographics!

## demographics



age  
location  
gender  
income level  
education level  
marital or family status  
occupation  
ethnic background

## psychographics



personality  
attitudes  
values  
interests  
hobbies  
lifestyles  
behavior

# step 3 for whom?

## creating a client profile

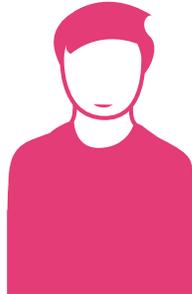
Once you have an understanding of what your target market is, create a profile of that perfect customer. This is what marketers and leaders do all of the time since it helps paint an exact picture of who they are talking to and who will be buying from them. So, grab a piece of paper and write down, in extreme detail, a profile for your client:

what's his/her name? age? what does he/she do?  
what does he/she look like? what does he/she do on weekends?



nathalie

- 32 YEARS OLD
- LIKES TO WATCH NETFLIX
- DRINK WINE AND READ MAGAZINES
- LIVES IN MIAMI, USES HER IPHONE
- ALL DAY SNAPCHATting
- WORKS AT MACYS



edward

- 30 YEARS OLD
- LIKES RUNNING AND PLAYING SOCCER. IS CURRENTLY DOING AN MBA AND IS MARRIED
- WORKS AS A LAWYER IN BOSTON

It's important for you to think about the different characteristics of your target market in order to determine how you, your product or service will fit into their lifestyle. What motivates them? How and when will they come into contact with your brand? What features are the most appealing to them?

With all of this in mind, you can build a branding strategy focused on the right audience in mind. Armed with better information, you can make smarter decisions about how to communicate with your audience and how to build a brand that is much more appealing to them.