

Knowing Your Audience Still Essential in Everyday Marketing

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Living in the 21st Century and all its modern conveniences, including technology and its unlimited capabilities still haven't changed the very essence of marketing: knowing and communicating to your key audience. There are very few - if any - products or services that actually can or should be marketed to "the general population."

But yet, we see on an ongoing basis the advertisements and other marketing mechanisms, now including email blasts, that we are bombarded with about companies and/or products we have no interest in. That equals considerable wasted effort of dollars and resources by your business.

If your business has infinite amount of dollars or time to utilize, then worrying about the bottom line and how those resources are spent is a mute point.

But, taking the time to identify your customers (and potential customers) remains one of the most essential components of any business' activity. Most companies began their business with a clearly identified demographic of its consumer: age range, ethnicity, geographic location, disposable income, family status, etc. Businesses that market to only other businesses also have a range of identifiable buyers as well.

If you feel your organization's marketing efforts are less than stellar, take another look at "who" you are marketing to before digging into the "how" you are communicating to them. This will save considerable time and people resources and better manage the way you are managing your bottom line.

In the upcoming weeks, I'll share some ideas with you on how you can best identify your audience and activities to better market to them.