***Target Market Analysis Worksheet***

In evaluating target markets, we can first look at who you currently market to, but the purpose here is to define who your “ideal” target market might be. In other words, all other things being equal, who would you prefer to do business with?

Segmentation is important…

By focusing resources in the right places, we can better accomplish our growth goals and hopefully do it more profitably.

**Geography**

* What is the current geographic reach of your products or service? For example:
  + Regional
  + National
  + Continent
  + World-wide
* Are there any locations that tend to be more profitable than others and if so why?
* Are shipping costs an issue with your target market?
* What other factors might determine profitability?
* Are there any locations that are “easier” to do business with customers and if so why?

**Company Types**

* What size, in terms of revenue or number of employees for example are ideal for you?
  + …are most profitable for you?
  + …are the easiest to do business with?
* Can you make a list of the top 5 or 10 companies that you would like to do business with, but currently are not? (ABM of sorts)

**Industries**

* Make a list of all the different industries that you serve
* Are there any industries that tend to be more profitable than others and if so why?
* Are these industries segmented in different ways? (For example, Agriculture)
* Are there other industries that you can serve, but currently are not serving? (Growth Opportunities)

**Business/Job Titles**

* List all the different types of people you interact with, for example:
  + Engineers
  + Purchasing
  + Quality
  + Other
* Who are the primary decision-makers or is it typically a group of people?

**Other**

* Are there any demographic distinctions that are important to define?
* Do you consider your target market to be?
  + B2B
  + B2C
  + B2B2C
* Is Account-Based Marketing (ABM) a potential strategy for you?
* Any other factors?