

Unleash Your Marketing Genius: An Interactive Workshop

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WELCOME & INTRODUCTIONS

- ▶ At your table
 - ▶ Your name
 - ▶ Your affiliation
 - ▶ Your role
 - ▶ Your goal(s) for this session

OVERVIEW

- ▶ Conceptual framework for target market promotion
- ▶ Define target markets
- ▶ At your table:
 - ▶ Guided brainstorming a scenario or two of your choosing
 - ▶ Reporting
 - ▶ Select scribe/reporter
 - ▶ All results recorded on flip charts
 - ▶ Verbal reporting of highlighted results
 - ▶ All results sent to all participants via email early next week

TARGET MARKET DEFINED

- ▶ Target markets are groups of individuals that are separated by *distinguishable and noticeable market segmentation*
 - ▶ Geographic: location
 - ▶ Demographic/socio-economic: gender, age, income, occupation, education and stage in life cycle (Boomers, Gens X/Y, Millennials)
 - ▶ Psychographic: similar attitudes, values and lifestyles
 - ▶ Behavioral: degree of loyalty
 - ▶ Product-related: affinity for particular goods, services



TOTAL AVAILABLE MARKET

e.g. City population

SERVED AVAILABLE
MARKET

e.g. Aged 50+

TARGET MARKET

BRAINSTORMING

- ▶ Identify & record
 - ▶ Initiatives or programs for which you'd like to heighten engagement
 - ▶ Target market(s) for each
- ▶ Select *one* target & initiative market for brainstorming
- ▶ Describe and record
 - ▶ Qualities & characteristics of that target market
 - ▶ No and low cost techniques & strategies for connecting target market to initiative or program
 - ▶ Evaluation metrics - how will you measure whether or not your efforts succeeded
- ▶ If you're table is ready to repeat before the rest of the room, keep moving ahead to tackle as many scenarios as time allows

thank
YOU