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