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| Logo  Description automatically generated |  | target market  Marketing Team Activity #5 |

# target market

A **target market** refers to people with a defining set of characteristics that set them apart as a group.

The target is a specific group of consumers with a defining set of characteristics. This market shares one or more similar and identifiable needs or wants.

Identification of the right target market will impact all the marketing strategies for your program, including branding efforts and social media campaigns so it is important to spend the necessary time and energy on carefully determining your target audience.

**Important target considerations:**

* **Sizeable:** Marketers must have an idea of how large or small the target market can be (it is possible for a target market to have too many or too few consumers making it difficult to effectively reach this group of potential fans)
* **Reachable:** Marketers must have an ability to reach consumers (how will your program communicate with your consumers)
* **Measurable and identifiable:** Refers to the ability to measure size, accessibility and overall purchasing power of the target market
* **Behavioral:** Marketers must look for similar behaviors within each respective target market (for example, motivation of buying for the corporate season ticket holder is different than for the individual season ticket holder)

In the space below, refine your target market based on the considerations outlined in the section above.

**Our target market considerations:**

**Sizeable:**

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**Reachable:**

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**Measurable and identifiable:**

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**Behavioral:**

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