

Marketing Tip: How to Identify Your Target Audience



If you try to make your business appeal to everyone ... it won't appeal to anyone. It's a common expression, and it simply means you need to know exactly who your audience is.

At Frankenmuth Insurance, we've identified our target audience as:

- Personal Lines – Adults 25-64. Homeowners. Multi-vehicle owners. Household income of \$75,000+. Good credit. Financially savvy.
- Commercial Lines – Adults 25-64. Small- to mid-sized business owners. Hardworking. Entrepreneurial. Busy. Active in their local community.

Knowing this, we're able to craft the right marketing messages and make sure they reach the right people. It's how businesses ultimately grow, and it's why we encourage you to consider the audience that makes the most sense for you.

Not sure where to start? We're here to help. To define your target audience, ask yourself ...

- Who is my ideal customer? Consider what type of person would benefit from the protection you provide and the relationships you build. What's their age? Economic status? Location? Personality? Career?
- What do they do during the day? What are their hobbies? Their favorite activities? What do they do that makes them unique?
- What are their worries? If you can imagine some situations that could be cause for concern, you can better understand the coverage they need or the expert advice they're after.

Hopefully, the answers will give you a deeper understanding of who you're going after and how you can meet them where they are. Then, you'll be able to craft promotional content that's more in tune with your audience's lives – leading to an increase in agency awareness, sales and the quality of relationships you establish.

Questions? You or your agency can contact our team at any time. Send an email to marketing@fmins.com, or call (800) 234-1133, Ext. 2261.