

CHECKLIST TARGET MARKETS

1. Has the audience been demographically (non-discriminatory) defined?
Consider age, interests, purpose, etc.? Does this assist in defining the target market?
2. Segmentation – what segments are the best choice for this situation and case.
3. Have the type of segments by person been verified (for example: engineer, doctor, operator, etc).
4. Is it better to define the target market through functions of persons targeted (for example: buyer, general manager, etc)?
5. Is it better to define the target market through skills of persons targeted (for example: good arithmetical skills, good reading skills, etc)?
6. Does the level of literacy required highlight the target market?
7. Does the language required highlight the target market?
8. Will the target market change in time?
9. Will the target market need to be reviewed at set times, perhaps on a structured schedule?
10. Should you consult with another department or your superiors on the target market?

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