

TARGET MARKET



IDEAL CUSTOMER PROFILE (ICP)

Identifying your ideal customer to better understand how to attract them.

Your target market (aka your target audience) is the ideal customer your business would like to attract from your marketing activities.

Identifying the who, what, when, where, and why of your audience will help you understand where to look for and how to attract more customers to your brand.

PERSONA ONE

What is the average age of Persona 1?

What level of education does Persona 1 have?

What is the gender of Persona 1?

How does Persona 1 communicate best?

What challenges can your product / service solve for Persona 1?

PERSONA TWO

What is the average age of Persona 2?

What level of education does Persona 2 have?

What is the gender of Persona 2?

How does Persona 2 communicate best?

What challenges can your product / service solve for Persona 2?

PERSONA THREE

What is the average age of Persona 3?

What level of education does Persona 3 have?

What is the gender of Persona 3?

How does Persona 3 communicate best?

What challenges can your product / service solve for Persona 3?

PERSONA FOUR

What is the average age of Persona 4?

What level of education does Persona 4 have?

What is the gender of Persona 4?

How does Persona 4 communicate best?

What challenges can your product / service solve for Persona 4?

Ready to dive deeper into your journey? Schedule a [free 15-minute call](#) with a redMAP Guide!

Tomato Fish Marketing, LLC, 6055 N College Ave #201, Indianapolis, IN 46220, (317) 259-4958 | discoveredredmap.com