

The logo for rip media group, featuring the text "rip media" in a white sans-serif font above the word "group" in a smaller white sans-serif font, both contained within a light blue speech bubble shape.

rip media
group

Targeting Based on Interest

Worksheet, Better Customers, More Sales.

www.ripmediagroup.com

888.899.8910

Interest Targeting

Finding your Enthusiasts



You want to micro-target as much as possible to find your enthusiasts. Think about micro-targeting like this:

You're selling specialized golf accessories, you want to find your most enthusiastic buyers.

So, narrow down your audience to win a market, then expand with growing revenue and an excellent reputation.

Ex: It's common knowledge to know Tiger Woods, anyone that generally follows sports, news in general, or yes, even gossip or celebrities know this name. It is more focused but still a casual target to know: Phil Mickelson. But, your enthusiasts would know Bubba Watson.



Interest Targeting in Your Market

Finding your Enthusiasts



When you can, start with your enthusiasts.

Fill out the following customer information as completely as you can:

- Age?
- Gender?
- Their Location: Where do they live?
- What leisure activities are popular in this group?
- What is their job title?
- What other items do they purchase in your market?
- What stores do they shop in?
- Who is your competition?
- What authority figures, influencers, and thought leaders does your market follow?
- What specific industry pages and magazines do they read?
- What events do they attend?
- What tools do they use?
- What brands make those tools?
- What industry books are popular with this audience?
- What are 50 Podcasts speaking to these topics?read?



To learn about the best way to target
your customers, with the right
message at the right time
contact a solution expert at **Rip
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