

Finding your market niche & selling to it

Discover the needs, motivations, & behaviours of your target audience and the opportunities that it presents.

Web strategy & user experience design
for entrepreneurs, startups, & small businesses

The
Digital
Brand
Studio

About James



Hello, I'm James, a digital strategist & user experience consultant with over 15 years of experience helping businesses grow by working with them to join their strategy & user experience dots.

I started in graphic design before progressing to website design & then UX design.

Wherever I worked as a UX designer, in-house, agency, for clients large or small, it was clear that the causes of a poor user experience, or underperformance, were often the result of decisions made earlier in the project.

This is why I work with businesses deliver the results that they had hoped for, preferably from the outset, by holistically to connecting business strategy to digital strategy, to app, SaaS product, website, or social media campaigns.

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Steps



01. Identify & research your target markets

Building a picture of your markets will enable you to identify your target audience.

- Identify the characteristics of each market. What distinguishes one from another?
- Identify the specific needs & problems each market has that you can solve.

02. Identify your key audience within each market

Identifying your main audience within each market will enable you to target them effectively.

- What problems do they have?
- What do they need to solve those problems?
- How do they currently go about solving those problems & meeting those needs?

03. Identify the problems you can solve for your audience

What can you do to help your audience solve their problems & meet their needs?

- Taking time during the previous steps to discover & drill down into detail should enable you to see your opportunities in a new light.
- This is the point at which many clients have a 'lightbulb moment', modifying their offering to reflect what they have learned.

Tips



04. Identify & research your target markets

Building a picture of your markets will enable you to identify your target audience.

While it's tempting to scoot past this step, identifying who you are targeting and what they want will empower you to target them more effectively.

- Identify the characteristics of each market. What distinguishes one from another?
- Identify the specific needs & problems each market has that you can solve.

05. Identify your key audience within each market

Identify your key audience within each market.

This step is putting the face to an archetypal person, or subsection of your target market.

Identifying your main audience within each market will enable you to target them effectively.

- What problems do they have?
- What do they need to solve those problems?
- How do they currently go about solving those problems & meeting those needs?

06. Modelling customer archetypes

Creating archetypal models of your customer, also known as a persona, provides a focus point to both guide what you do subsequently and to test the results.

- Don't over think the persona structure.
- Personas that are effective contain information relevant to your situation.
- Make sure you include the relevant factors, and omit the ones that are not relevant.

07. Identify the problems you can solve for your audience

What can you do to help your audience solve their

This may seem like an obvious question. Defining what your customer needs help with will enable you to offer your products, or services, via a proposition that speaks to their specific needs, and differentiates you from the competition.

This is the point where many clients have a ‘lightbulb moment’, modifying their offering to reflect what they have learned.

08. What's your proposition?

One client with whom I worked was selling in a very competitive market.

The market and audience sessions we conducted enabled them to identify specific problems that their customers have and to create product bundles, pricing structures, and service offerings that are tailored to those markets. In spite of the crowded space, their offering is unique.

Having in detailed view of who you are marketing to & what they want will enable you to develop a brand & proposition that stands out.



For tips or advice

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Contact me for a free one-on-one.

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Unlock the potential of your market & the opportunities that it presents