

You need a marketing plan?

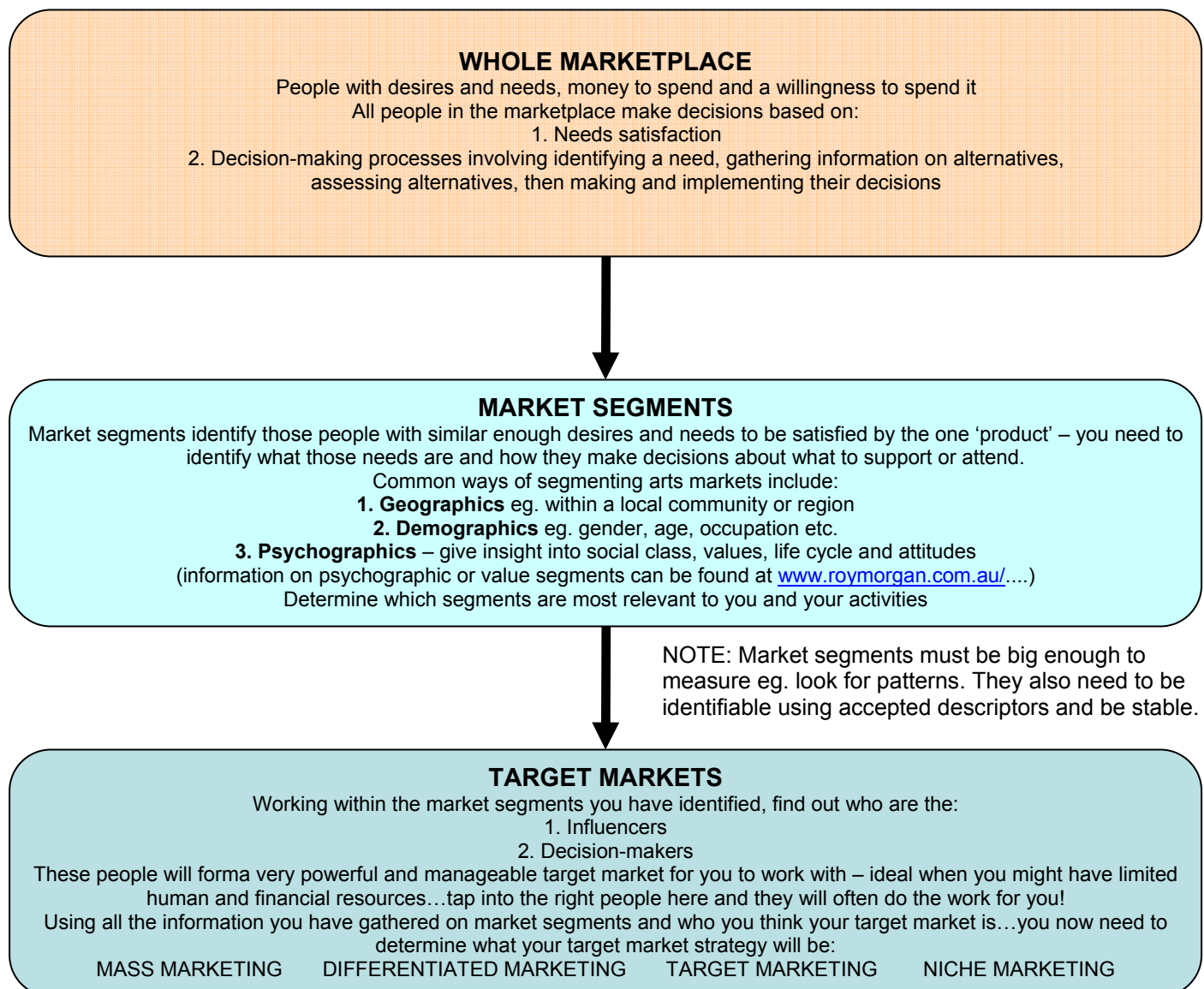
Part 2: TARGET MARKETS & HOW TO REACH THEM

By now you will have undertaken some marketing research and planning as part of developing a marketing plan – see *Part 1: Laying the foundations for your marketing plan*. This fact sheet explores who makes up your target audience or market and how you might determine the most appropriate method of getting your message to them.

A market is: 1. People with desires and needs; 2. People with money to spend; 3. People with a willingness to spend money. You need to know as much about these people as possible to determine which groups are the most appropriate for you to target. For example, if you were a theatre group planning the marketing for next year’s schedule of performances, you would not necessarily spend all your human and financial resources targeting sporting clubs. However, that does not mean there are not segments of the sporting community who would not also fall into segments of the arts community!

You would however, work through the process outlined in the diagram, answering questions about what you do and do not know about the market at each stage, until you have narrowed it down to a target audience or market.

Identifying your target market:



Target marketing strategies:

- **Mass marketing**

This is the most common method of marketing employed by many community groups and individuals across the region. The most common promotions tools used in this method of marketing are: local and regional editorial coverage in the media, local and regional advertising in the media, the use of posters and flyers. This is relatively low cost marketing, but it leaves your message open to interpretation by your potential target market.

- **Differentiated marketing**

This is where variations of the one product or two or more products are developed to meet the needs of two market segments. For example an orchestra who performs two concerts – one of classical music and one of nursery rhymes, appealing to two audiences – classical music lovers generally and children.

The marketing promotions used to reach these two audiences would be quite different. For example: the children's concert might be directly marketed to child care centres, pre-schools, infants schools and other places frequented by children and their parents. In this situation you would be trying to reach the parents, who are the influencers and decision-makers. If the concert was aimed at slightly older children (older infants and primary-aged children), you might find the children themselves are the influencers, while their parents would largely remain the decision-makers.

In the case of the main concert for classical music lovers, you would need to know who these people are and how you might effectively reach them. For example, you might find they are of mixed gender, largely aged between 45 and 75 and are involved in occupations including law and medicine. Knowing this, you might place posters and flyers into surgery waiting rooms, hospital noticeboards, direct mail to those you know attended past concerts or tap into conservatorium of music networks. Mass marketing tools are usually used alongside the more targeted marketing methods.

- **Target marketing**

This is when sub-groups are identified within a larger market segment and 'products' are developed specifically. An example of this may be the development of contemporary photographic exhibitions for artists within a larger visual arts network. Another example is the local cinema running children's films during school holiday periods.

The benefits of target marketing are that you focus your resources on a market that you can directly meet the needs of, increasing the chances of satisfying the needs of that market and establishing an ongoing 'relationship' with that market. The downside is that relying on one market segment or sub-group can make you vulnerable if that segment proves to be unstable or unprofitable.

- **Niche marketing**

Like target marketing, niche marketing aims at a specific market – it is even more focused and aimed at smaller, more specific populations. To use the example outlined in target marketing: instead of working with contemporary photographers, a niche marketing strategy might work only with contemporary digital photographers whose subject matter is local landscapes, or in the case of the cinema, showing only animated Disney films from the 1970s.

Balanced marketing strategies:

Balanced marketing strategies take into account the needs of entire market segments, individual market segments, as well as the sub-groups within those segments. Mass marketing usually sits over the top of all the marketing strategies in one form or another. For example, free editorial coverage of an event or activity in the media is a very cheap way of ensuring that you are not only reinforcing your direct communication with an identified target market, but potentially with those who have slipped through the cracks.

For more information on how to develop a marketing plan refer to the fact sheets on *Laying the foundations for your marketing plan* and *Putting your marketing plan on paper* located at oranaarts.com under Resources. A range of media fact sheets are also available.

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