

Target Market Profiling Example

1. Demographic Profile

Age:

25-40 years old

Gender:

All genders

Income:

\$40,000 - \$85,000 annually

Education:

Bachelor's degree or higher

Location:

Urban and suburban areas

2. Psychographic Profile

Lifestyle:

Health-conscious, values quality and convenience

Personality:

Ambitious, socially active, tech-savvy

Values:

Sustainability, innovation, efficiency

Interests:

Fitness, culinary experiences, travel, technology

3. Behavioral Profile

Purchase Motivation:

Seeks products that enhance productivity and lifestyle

Buying Behaviors:

Research-based purchasing, prefers online shopping, values reviews

Loyalty:

Likely to remain loyal to brands that consistently deliver value

4. Needs & Pain Points

- Limited time for daily tasks
- Desire for seamless digital experiences
- Need for trustworthy product information
- Concern for environmental impact

5. Example Customer Persona

Name: Taylor

Occupation: Marketing Manager

Scenario: Taylor is a 32-year-old living in a metropolitan area, balancing a busy career and social life. Prefers services and products that save time, can be accessed online, and align with sustainable values.