

Target Market Canvas

Age	Key Personality Traits	Location They Congregate
Gender		
Marital Status	Causes They Support	Marketing Channels
Education Level		
Income Level	Key Interests	Influencers/ People Who Inspire
Location		
Employment	Life Style	Customer Value vs Market Value



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Column 1: Customer Demographics

Explanation

Age: While all ages may be able to use your product you don't want to market to all ages. Choose the age group most likely to purchase your product.

Gender: Some products are gender specific. Don't waste \$ on marketing to people who can't use your product.

Marital Status: The relationship status of a person tends to shift their priorities.

Education Level: The education level of your target market will change the type of wording you can use in your campaigns.

Income level: Does your target market have enough disposable income to purchase your product?

Location: Do you have a specific geographic area you want to target, or is your product only able to be used in specific environmental conditions?

Employment: Are you trying to target a specific industry or a specific department of a business?

Column 2: Customer Psychological Demographics

Explanation

Key Personality Traits: What personality traits will effect how your customers purchase? Are they stingy with money, do they only support American made products?

Causes They Support: Knowing what types of causes this group supports will help you find where they hang out as well as how to market to them.

Key Interests: What does your audience enjoy doing? How does your product or service help them do those activities easier or more often.

Life Style: Knowing the type of life style your target market lives will effect what types of campaigns you run as well as what you can charge for your product.

Column 3: Customer Locations

Explanation

Location They Congregate: Similar people come together in different locations. Where are you most likely to find your target market in the physical and digital world.

Marketing Channels: What will you use to reach your target market. Will you run digital campaigns, visit trade show?

Influential People: Who do they follow? Who do they look up to? How do these people market to your target audience?

Customer value vs Market Value: How much is your industry worth? How much of that market can you capture? How much is your marketing share worth? All of these factors will influence how much you should spend time and money wise on marketing.