

# Validating your Idea

## SUPPLEMENT TO TARGET MARKET - ACTIVITY ONE

To help you better understand what you are doing and why, let's take a closer look at the difference between Target Market and Target Audience.

**TARGET MARKET IS YOUR TARGET CUSTOMER –  
THE END USER OF YOUR PRODUCT OR SERVICE.**

**TARGET AUDIENCE IS THE PURCHASER OF THE PRODUCT  
FOR THE TARGET MARKET**

### Q & A

**#1 -What is the difference between the target customer (audience) and the target market?** You will be selling to your target audience for your target market.

#### **Example 1:**

For instance, if you are a manufacturing consultant that teaches leadership, and your target market is mid-level managers, then your target audience will be anyone who supports the mid-level manager. It could be human resources departments, upper-level management, professional development course creators or all of the above as well as the end-user, your mid-level manager can also be in this group of the target audience.

#### **Example 2:**

To understand this better, watch this video on now about the difference between the target customer (audience) and the target market?

<https://www.youtube.com/watch?v=UgbBtCEfWtE>

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## **Example 3:**

The main target customer for McDonald's includes parents with young children, young children, business customers, and teenagers. Perhaps the most obvious marketing for McDonald's is its' marketing towards children and the parents of young children.

## **#2 - Why is the target market important to establish?**

Your product, the customer service for your product/service, and add-on products will all be focused directly to solve your target market's problem. Once you understand the importance of who the target customer is you can begin to help them with the best of your ability and be able to sell more of your product/service.

It is important to then establish who your target audience after you determine your target market so that your language can then talk directly to the people who will be purchasers for your end-user including the end-user him/herself.

**END OF SUPPLEMENT**