



Targeting Your Market Marketing Across Generations, Cultures and Gender

By Gabriela Taylor

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 158 pages. Dimensions: 8.0in. x 5.0in. x 0.6in. Understanding your target market and how to target marketing campaigns to different generations, genders and cultures allows marketers to maximize their success and demonstrate true commercialism and return on investment. Throughout this book, some of the most common socio-demographic profiles such as generations, gender and cultures are explored and the book covers the key traits of a wide array of potential customers based on their motivations and consumption patterns. Understanding your target market is key to building and running the right marketing campaigns. Targeting Your Market is a really in-depth guide to understanding your market so that you can target them properly, says reviewer J. Hollister. It starts off by explaining what demographics and psychographics are and goes on to explain the differences of each generation and how to market accordingly. The comprehensive and easy-to-follow guide also has some great tips and ideas for marketing across cultures and marketing across genders, according to Hollister. If you have something to sell, either a product or a service, picking up this book will save you from making excruciatingly misguided efforts, aside from wasting...



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Reviews

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