

6 TOP SALES-MARKETING METHODS OF LOCATING A DEMOGRAPHIC MARKET

Strategize your product service positioning with a highly detailed consumer market analysis plan. Exceling intelligent customer outreach methods that generate accurately returned leads.

STRATEGIC PLANNING

Our 12-month solutions accurately strategize growth of your desired customer base. Use these lessons to develop a [consumer market analysis](#) plan that gets you to the appropriate demographic customer. By increasing efficient aggregate resources between promoting large marketing campaigns, you'll save more money attracting the right interest. Key Performance Indicators (KPI's) establish qualitative and quantitative demographic metrics tracked over an identified period time. Note, the understanding of demographic economic distress is a vital aspect of determining macro-/micro- response patterns under critical timing of consumer need.

EVALUATION

S.W.O.T ANALYSIS

DEVELOPMENT

ORGANIZATION

EXECUTION

KPI's

KPI 1: FY1 = Q1 / Q2 / Q3 / Q4 Profitability

Rate of cycle, season, trend, season + trend per demographic FY sales

Risks: Factors Effecting Customer + Business + Legislation \$\$\$

Rate of budget, income, cash flow, & balance per demographic FY sales

Indicator: Goal / Baseline / Metric (High, Median, Low, etc.)

Rate of QTR/FY #/\$/% +/- change comparatively from last QTR/FY sales

KPI 2: Macro & Micro Productivity

Rate of capital, land, labor, equip, material input per demo. sales

Risks: Factors Effecting Distribution + Excess Supply

Rate of availability per demographic distribution sales

Indicator: Goal / Baseline / Metric (High, Median, Low, etc.)

Rate of production +/- change comparatively from last QTR/FY sales

KPI 3: GDP – Global / GDP – U.S. / GDP – State / GDP – City Price

Rate of industry, commodity, labor per demographic price sales

Risks: Factors Effecting Global, U.S., State Economic Conditions

Rate of inflation, deflation, recession per demo. Global/U.S. sales

Indicator: Goal / Baseline / Metric (High, Median, Low, etc.)

Rate of Global/U.S. price +/- comparatively from last QTR/FY sales

KPI 4: State & Region Population (Land Use Zoning Clusters)

Rate of geographic zoning population per demographic sales

Risks: Factors Effecting State Local Region Conditions

Rate of inflation, deflation, recession per demographic State/Region sales

Indicator: Goal / Baseline / Metric (High, Median, Low, etc.)

Rate of State/Region +/- change comparatively from last QTR/FY sales

KPI 5: B2B / B2C / B2E Demographic

Rate of age, sex, race, income, industry, occupation per demo. sales

Risks: Factors Effecting Economic / Political / Social / Cultural

Rate of contraction, expansion, growth per demographic sales

Indicator: Goal / Baseline / Metric (High, Median, Low, etc.)

Rate of Demographic +/- change comparatively from last QTR/FY sales

KPI 6: Outreach Responsivity

Rate of outreach lead methods per demographic sales

Risks: Factors Effecting Lead Assumptions

Rate of generalization + biased leads per demographic sales

Indicator: Goal / Baseline / Metric (High, Median, Low, etc.)

Rate of conversion +/- change comparatively from last QTR/FY sales