

PIKES PEAK SBDC WORKSHOP

HOW TO DETERMINE YOUR TARGET MARKET



Pikes Peak Small Business Development Center

FREE CONSULTING | PRACTICAL TRAINING | BUSINESS RESOURCES

www.pikespeaksbdc.org



Funded in part through a cooperative agreement with the U.S. Small Business Administration



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Terry Zarsky

Expertise Includes:

Market Research

PPLD Library Services

[View Terry's Bio](#)



Jordan Davis

Socially Exceptional

Expertise Includes:

SEO

Website Development

Social Media

[View Jordan's Bio](#)

MARKET RESEARCH

Terry Zarsky

Retired

Librarian – Business

TerryZarsky@gmail.com

- ▶ Finding out what the industry looks like.
- ▶ Who are the current competitors, vendors and suppliers?
- ▶ What is the target market? B2B or B2C?
- ▶ How big is it and how much money is available?
What stage is it at?

WHAT IS MARKET RESEARCH?



- ▶ Internet or your local library?
- ▶ Most answers can be found by paying someone to do your research for you, but many of us can't afford to do much of this and if we don't know the questions to ask we can miss important information.

YOU CAN PAY TO FIND OUT ALL OF
THESE ANSWERS OR YOU CAN DO IT
YOURSELF

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Some Resources at your local library

Online PPLD Business Tutorials –

<https://research.ppld.org/c.php?g=1060191>

Minding Your Business

▶ Databases

1. All-in-One
2. ReferenceUSA
3. DemographicsNow
4. Gale Directory Library
5. Gale Business – Plan Builder

THERE ARE MANY SOURCES TO USE
TO GET ANSWERS FOR YOUR
QUESTIONS.





Pikes Peak Library District Home

📖 Catalog

👤 My Account

RESEARCH CYBERSHELF FIND A GOOD BOOK PROGRAMS CLASSES SERVICES ABOUT US

Search

• Catalog • PPLD.org • eBooks



OCTOBER IS ARTS MONTH



PeakRadar.com/ArtsMonth

▶ Questions?

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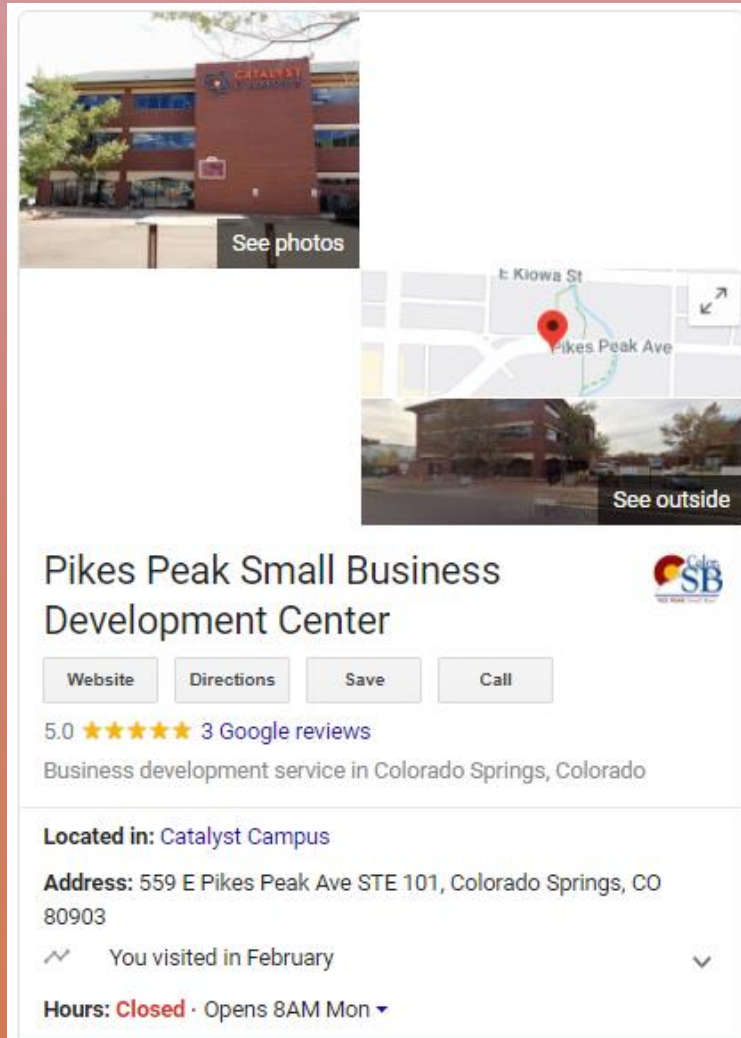
A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.



The Importance of Google Business – SEO & Your Target Market

Google My Business (or GMB) is a free internet-based service designed to help promote local businesses online. It's a tool which enables business owners to manage how they appear online across Google and make their business stand out.

You do not need to have a store front business to use Google Business.



The screenshot shows a Google My Business profile for "Pikes Peak Small Business Development Center". At the top, there are two images: a photograph of the building with a "See photos" button, and a map showing the location at the intersection of E Kiowa St and Pikes Peak Ave with a "See outside" button. Below the images, the business name "Pikes Peak Small Business Development Center" is displayed next to a logo for "Pikes Peak SB". There are four buttons: "Website", "Directions", "Save", and "Call". The profile has a 5.0 star rating from 3 Google reviews and is described as a "Business development service in Colorado Springs, Colorado". The location is listed as "Catalyst Campus" with the address "559 E Pikes Peak Ave STE 101, Colorado Springs, CO 80903". A note indicates "You visited in February". The hours are listed as "Closed" and "Opens 8AM Mon".



Colorado Springs School of Massage

5729 Constitution Ave
Colorado Springs, CO 80915

Home

Posts

Info

Insights

Reviews


Messaging

Photos

Bookings

Products


Services



Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.


[Get Started](#)



[Create post](#) | [Add photo](#) | [Create ad](#)

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19. [Learn more](#)




[Update business hours](#)

[Post your COVID-19 update](#)

Celebrating Black-owned businesses

Black-owned businesses can now add this special attribute to their Business Profile. [Learn more](#)



[Add attributes](#)

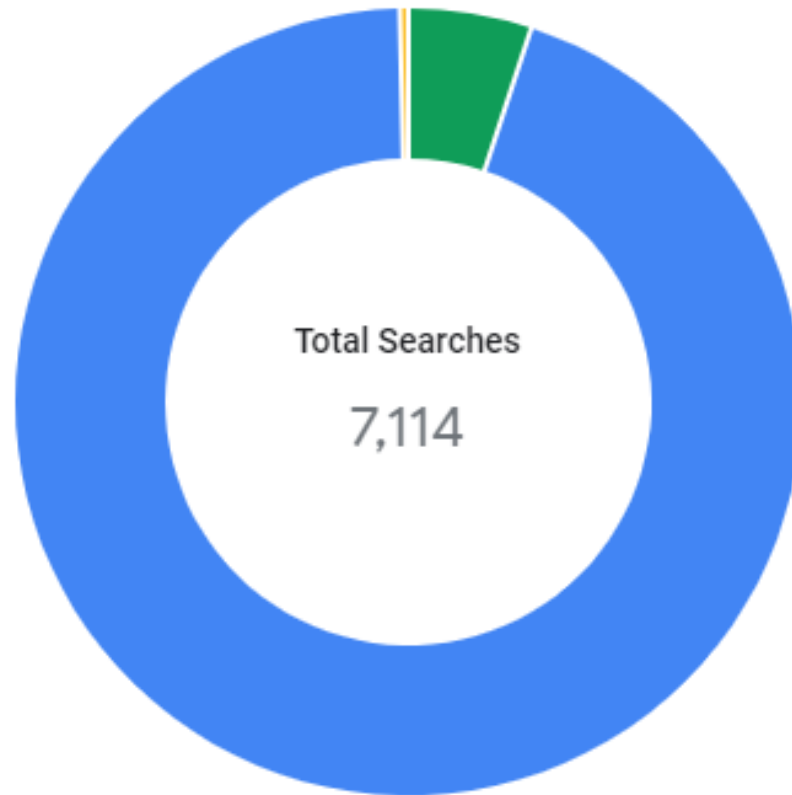
Claim your \$100 free advertising credit

[G](#) [Q](#)

How customers search for your business



1 month ▼



Direct

Customers who find your listing searching for your business name or address



Discovery

Customers who find your listing searching for a category, product, or service



Branded

Customers who find your listing searching for a brand related to your business

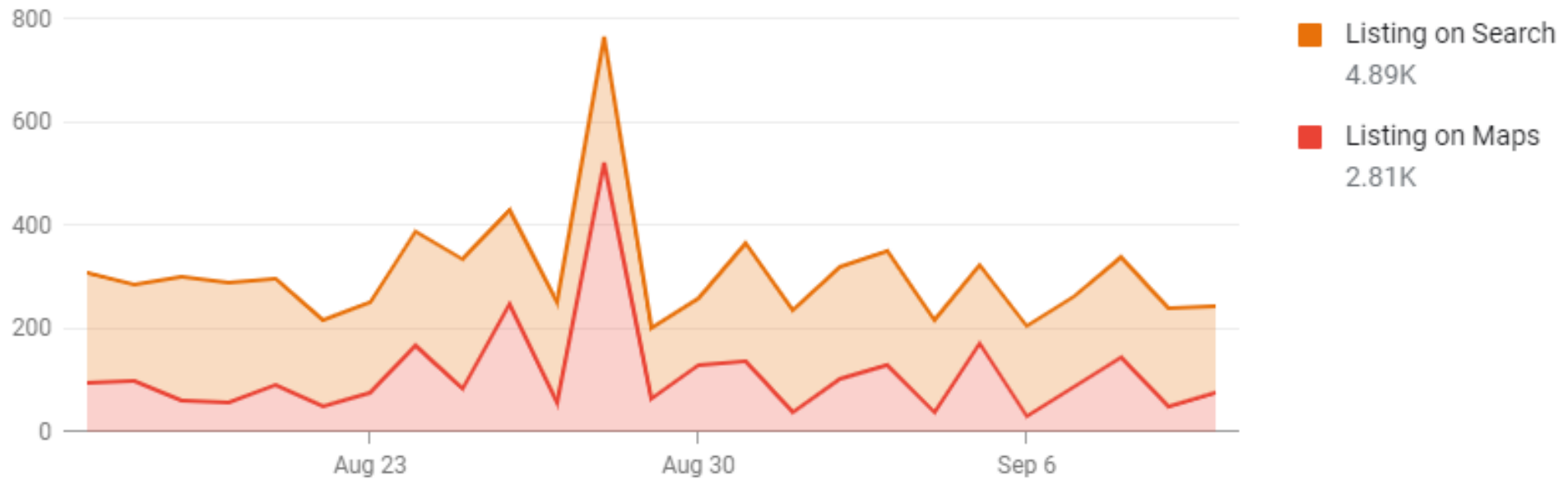
Where customers view your business on Google



The Google services that customers use to find your business

1 month ▾

Total views 7.69K



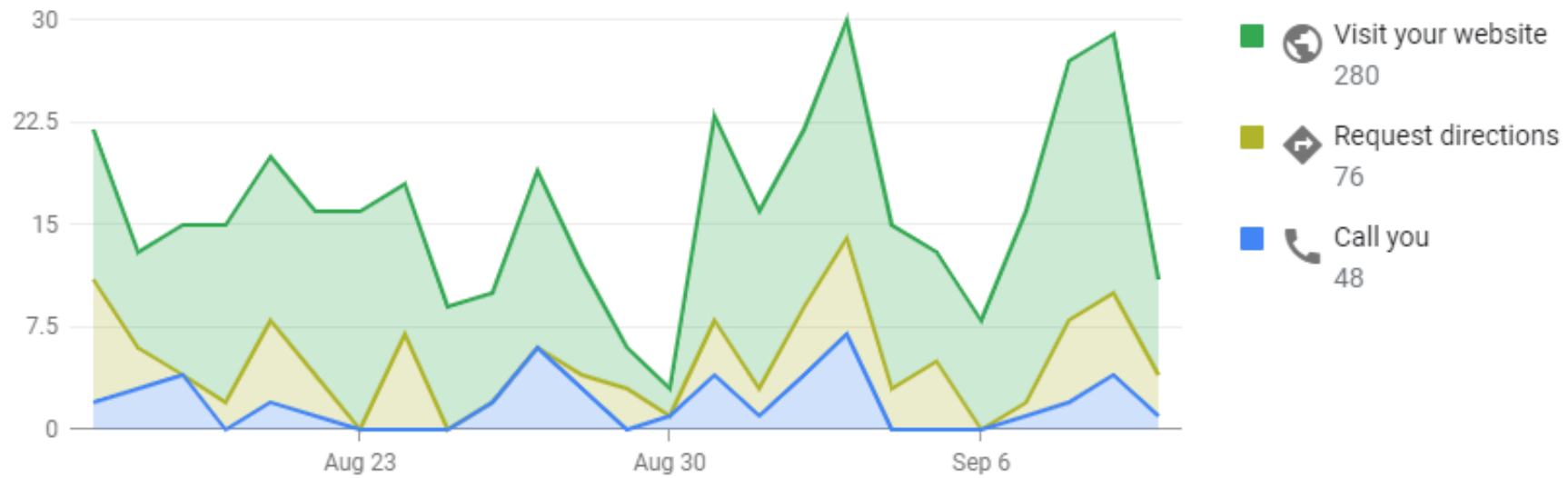
Customer actions



The most common actions that customers take on your listing

1 month ▾

Total actions 404



Directions requests



The areas where customers request directions to your business from



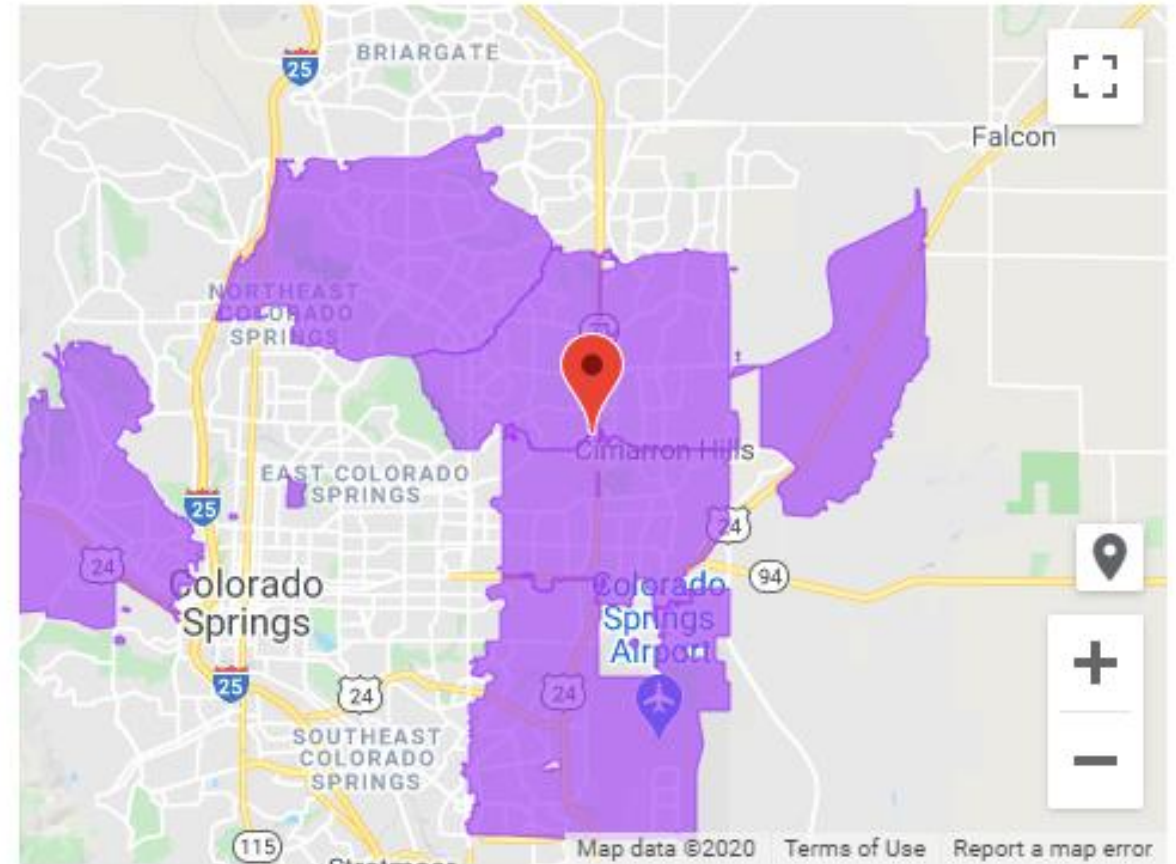
Directions requests



The areas where customers request directions to your business from

1 month ▾

80904	<10
80915	<10
80916	<10
80917	<10
80918	<10
80922	<10



Phone calls



When and how many times customers call your business

Day of week ▼ 1 month ▼

Total calls 53

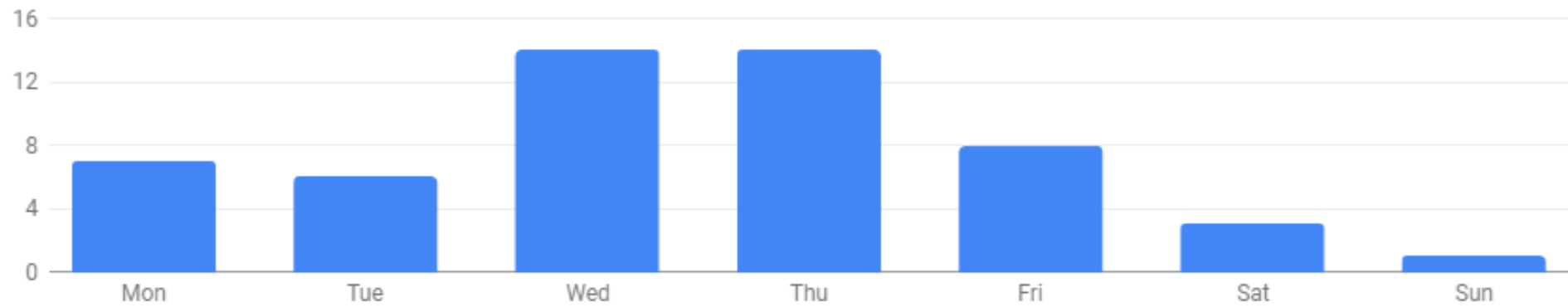


Photo views

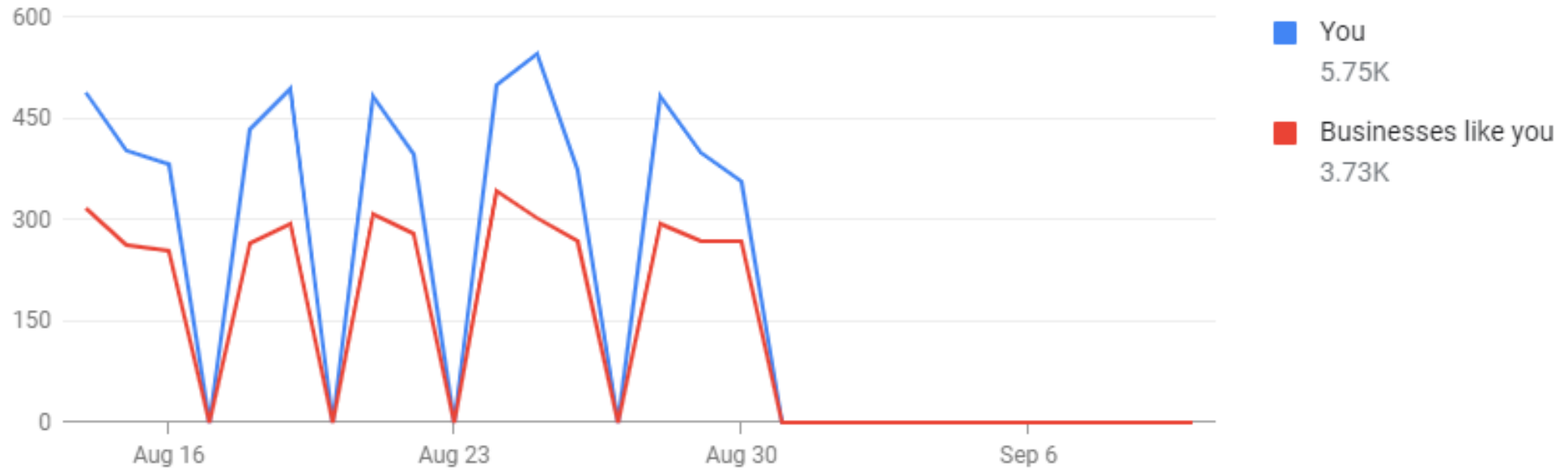


The number of times your business photos have been viewed, compared to photos from other businesses

All photos



1 month



Your photos receive 53.9% more views than similar businesses. [Post more to stay ahead](#)




COVID-19
support


COVID-19
update


Add Offer


Add Update


Add Event

All

COVID-19 Support

Offers

What's new

Events

Posted 4 days ago

THE MUSCULAR SYSTEM



▶ 0:00 / 9:41

The benefits of Manual Passive Stretching

#massage #massagetherapy #massageeducation #massagetraining

Your posts

New views this
week

208

Updated just now

[Reach more
customers
through posts](#)



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