

Target market

[Business](#), [Marketing](#)



Target Market Introduction After a business enterprise has segmented its market and define its target market, the position of the brand would be set to be achieved. This would be accomplished through advertisement where the advertising message is of paramount importance for influencing the target market. The message should inform, persuade and remind (Brumfitt, Barnes, Norris & Jones, 2001). It should be precise, clear and measurable to help measure its success after a campaign. A message would be successful only if it would appeal to the target audience, thus the need to constantly refer to the customers and make the necessary adjustments. The advertising target refers to a group of people to which an advertisement would be aimed at. This could be the whole target market or a portion of it.

Communications Platform in marketing refers to the tool of delivering the message to the target audience (Armstrong & Porter, 2003). It gives the capability of personalizing and distributing marketing content based on the profile of the target market guided by some rules in business that could be adapted for various scenarios. Once the target market has been identified, available media vehicles should be evaluated based on their capability to deliver an audience that would match the target. Of importance to consider when selecting the media to use include frequency, reach, continuity and gross rating points (Brumfitt, Barnes, Norris & Jones, 2001).

In this case, the message should communicate the effectiveness of MaxEmail products and services. It should justify the perceived expensiveness of its products and services by conveying the value offered. The message should also portray the company's corporate identity as it targets the government and business enterprises.

Communication platforms for MaxEmail

Social media and search engines would be the two most appropriate platforms for communication at MaxEmail. Since MaxEmail delivers services and products that largely depend on the internet, it would be realistic to consider that most of the targeted users access the internet during their daily operations (MaxEmail, 2012). Brumfitt, Barnes, Norris and Jones (2001) observed that social networking has become a popular marketing strategy for most blue chip companies since 90% of internet users would subscribe to these networks. Search engines such as Google. com and Yahoo. com experience massive hits daily and therefore provide a large market for MaxEmail to target.

Conclusion

Therefore, as MaxEmail targets users of fax to email and email to fax, particularly those drawn from the government, business enterprises and individuals, social media and search engines provide them with an opportunity to interact with most of them. This is based on the frequency of use of these facilities by the 3 million targeted users of their products. Communication platforms provide organizations with the ability to personalize the message being delivered to their target market which enhances the effectiveness of the communicated message. Being a student, I would always be on search engines researching on various academic topics. During my leisure, I would always turn to social media to catch up with my friends. Every time I log in and wait for response, I would check out the most captivating advertisements on these platforms. There would be probably other billion of users checking out these advertisements too. What if a

fraction of these were the target market for MaxEmail? There are vast opportunities for marketing in these platforms.

References

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