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At Connectworks we are absolute fanatics about business strategy that lets you bring your strengths to work and life. This article is on the power of target marketing. We encourage you to print this out, take 15-30 minutes to read, reflect, and write your thoughts.

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About the Author



Kathie Nelson, Founder and CEO of Connectworks™, a serial entrepreneur, and born powerhouse in business growth, is a three time author, highly sought after speaker, top tier business strategist, and coach.

Her cut to the chase deliverables have produced her own award winning sales, and national acclaim. In addition to her contributions to emerging companies, many non-profits and large corporations have been the beneficiaries of her visionary leadership style resulting in substantial, measurable growth.

Once told she would never walk again, she defied the odds and overcame the obstacles that promised her life long limitations. Never meeting a limit she liked, in just a few months she found her way to walk again and has never stopped. Kathie brings that same determination to all of her savvy business strategies. Crediting this life changing experience as her catalyst, she soon developed the business formulas, and strategies that persistently equal success for thousands of individuals and organizations nationally.

With concise and visionary accomplishment, her speaking prowess, signature products, and services that far surpasses the current market metrics. Get what every busy professional seeks, more money, more easily through business growth, marketing, networking, and sales.

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THE POWER OF TARGET MARKETING

Have you ever heard of a company named Christopher & Banks?

I happened upon a store in a mall while visiting Colorado and fell in love with their merchandise. Imagine my surprise when I read about an article in the Wall Street Journal and found that they were profiled in a page one story.

The company, formally known as Braun's Fashions, was founded in 1956. It specialized in discount women's career wear. After years of declining profits Braun's declared Chapter 11 bankruptcy in 1996, emerging from bankruptcy in December of that year.

The little-known, suburban-based Minneapolis women's apparel retailer, has grown to 465 stores. During the next year it plans to add another 100 stores in small towns and suburbs throughout the U.S.

What is the secret of Christopher & Banks' success? MARY.

MARY is the profile of the company's 'ideal' shopper. She was created from customer feedback and market research.

Mary has wavy, shoulder-length chestnut hair, and some lines around her eyes and mouth. She's 48 years old, but looks younger than her age. Officially she's a size 10.

How did Christopher & Banks learn what Mary looked like? They asked their customers. The company routinely asks women in focus groups where they eat, what cars they drive, and all about their daily routines.

This is what the Journal said the company learned by asking questions:

"Customers want clothes that can be worn at work and at a child's baseball game afterwards. To save time shopping, these women want merchandise designed to mix and match.

"Focus groups even look at photos of women and decide which one best represents Mary."

When clothing is designed, the designers and store managers are asked not if they like the new fashions, but if they 'think' Mary will like the new fashions.

With this knowledge the company focuses all of its energies on keeping this one customer happy.

The article continued: "After conducting focus groups with women in its target age group of 35 to 55, the retailer came up with a profile of Mary, which has evolved over time.

Currently, Mary could work as a teacher, a nurse, or a bank teller. She drives a minivan. Her husband drives a Jeep. She prefers sit-down restaurants such as T.G.I. Friday's to McDonald's. She reads People and Good Housekeeping but shuns Vogue.

'We created a person and devised a company to fill her closet,' says Mr. Prange.

With Mary in mind, the company made major merchandising changes, switching from straitlaced suits to casual clothes.

It also began designing its own merchandise and even specifying to factories how it should fit."

The name of the private label was Christopher & Banks, which became so ingrained in the customer's minds that they renamed the company after the private label in 2000.

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What about you? Who is your Ideal customer? Busy People Principle #2 Know your Target Market

- Demographically,
- Geographically, and
- Psychographically!

This article is a perfect illustration.
It is OK to get specific!

