

Student's Full Name

University

Course name

Professor's Name

Date

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You own a chocolate shop that produces high-quality chocolate candy. You want to improve the marketing of your business and its product. As a part of that process, answer the following:

1. Identify the top 5 target audiences

Every business needs a good marketing strategy to ensure the success of the business. Identifying your target audience is very important in marketing a product because it will guarantee more sales and, hence, more profit (Durmaz and Efendioglu, 2016). For a chocolate shop that makes high-quality chocolate candy, the top five target audiences are:

- a) Children - Many kids love chocolate so much. A lot of children will ask their parents to buy something for them at a chocolate shop to taste it, hence, it is a number one audience.
- b) Chocolate is popular among women.
- c) Teenagers - Almost all teenagers love chocolate.
- d) People aged between 18-35-These are people who are colleges or universities, or young people who have just started working.
- e) Athletes - Many athletes buy chocolates because of the nutritional benefits that it gives them.

2. For the top 2 target audiences that you've identified determine the message you will use to get them to purchase and the media you will use to deliver the message.

Children - the media to be used to deliver the message is essential in getting the children to purchase the chocolate (Durmaz and Efendioglu, 2016). For the children, the chocolate shop could design a wrapper which has images from their favourite cartoon. The best media to be used by the chocolate shop would be the TV commercials where they would employ the use of animation to captivate the children.

Women - For women, discounts should be offered to them as women like to save money on the products that they buy. Competitions should be run where when one buys a bar of chocolate one gets two free chocolate bars. The best media to be used is social media because many women use various social media platforms like Facebook, Twitter, Instagram and TikTok.

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References

Durmaz, Y. and Efendioglu, I.H., 2016. Travel from traditional marketing to digital marketing. *Global Journal of Management and Business Research*.

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