

What is the Targeted Audience of Your Business?

The goal of market research is to determine sales demographics and establish a target audience. This is to whom you will gear your advertising and marketing campaign. The number of businesses that have failed because the owners have not taken the time to determine their target audience is staggering.

Some products and services, such as selling carpet or providing haircuts, will span a wide range of potential customers. Therefore, it is important to create various marketing campaigns to reach the different segments of this vast market that you are most likely to attract. On the other hand, other products and services have a narrow audience and need to be targeted in a more specific manner, such as a new service for ophthalmologists. Niche marketing can be very beneficial and cost effective if done properly. Both can be served well if you understand the basics.

At YellowPageCity we understand these basic principles, and can help you put your precious advertising dollars to work where they make sense. Yellow page advertising brings a targeted customer to your door step. A potential customer who already knows what product or service they want in a specific locality is hard to deny. How powerful is that? What could be more powerful? How about a colorful ad staring them in the face that is tastefully done with your phone number, address, map, and maybe a web site link for more information, and maybe even a BBB button. That's the difference between a penny saver, magazine, or a newspaper ad that goes to the recycle bin nightly compared to the Online Yellow Pages. One happens to get a glance if lucky and tossed aside, the other is being looked at now and will be there to catch more glances in the future.

Timing and presentation in the marketing world is everything, YellowPageCity makes it happen. I'm looking for it, I found it, and I'm buying it. That's the beauty and the simplicity of targeted online yellow page advertising. Our dedicated staff of professionals can help you and your company reach its potential with fast and courteous service with a simple phone call. So call us today to find out more and how reasonably we can put a program together for you.

Call today:
800-721-6839