**ELEMENT 3: ACTIVITY 1: LO4**

**Identifying potential targets**

**PART ONE**

Think about how you might find potential customers online, identify your target market and take action to reach them.

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| **Search**  Write down some terms you can use to find potential leads in your local area e.g. if you live in Lilongwe, try ‘restaurant+Lilongwe’, ‘#InstaLilongwe’, ‘Lilongwe restaurant review blog’  What are people posting in your local area, or relating to your product niche on Twitter, Facebook, Instagram and blogs? |  |
| **Examine**  What can you find out about what they want?  Are they using the digital tools you expected them to?  What content do they like or share?  What can you learn about their behaviour – time of day they are online, how they engage? |  |
| **Act**  What action can you take that will impact on your sales?  What tools should you focus on the reach your target audience?  What should you be posting?  From what you have learned about their behavior and interest, what might you need to add to your digital marketing plan? |  |