

Marketing to niche audiences

There are numerous online marketing techniques to help reach a niche audience.

What is a niche audience?

Small markets that are often hard to penetrate with traditional mass-market advertising methods are sometimes referred to as "niche audiences".

Niche audiences can be differentiated based on a number of factors, from gender, age and ethnicity, to employment status and nationality.



Age

eg. pre-school toys



Gender

eg. women's skincare



Language

eg. French newspapers



Income

eg. designer fashion



Religion

eg. Halal food



Geography

eg. surfboards

What do you need to remember when targeting a small number of people?

Personas

It may be helpful to create a "persona" of your target market - normally a generic person that has most of the attributes of the people you'll be looking to sell or market to.

For example, you might create a persona consisting of:



Age



Job role



Career ambitions



Problems they face on a daily basis

Who will you be talking to?

You need to make sure that the language you're using in your content is applicable to your target audience. Whether you're talking to technical experts who will expect a lot of jargon, or procurement managers who have clear purchasing criteria based on price, technical specification and any aftersales service - it's very important you tailor everything with this in mind.

What techniques can you employ?

Content marketing:

Content has become one of the most important tools in the marketing armoury in recent years as it both engages target audiences and improves awareness. Here are some of the most effective techniques you can use to appeal to small audiences.



Infographics



Blogs



News

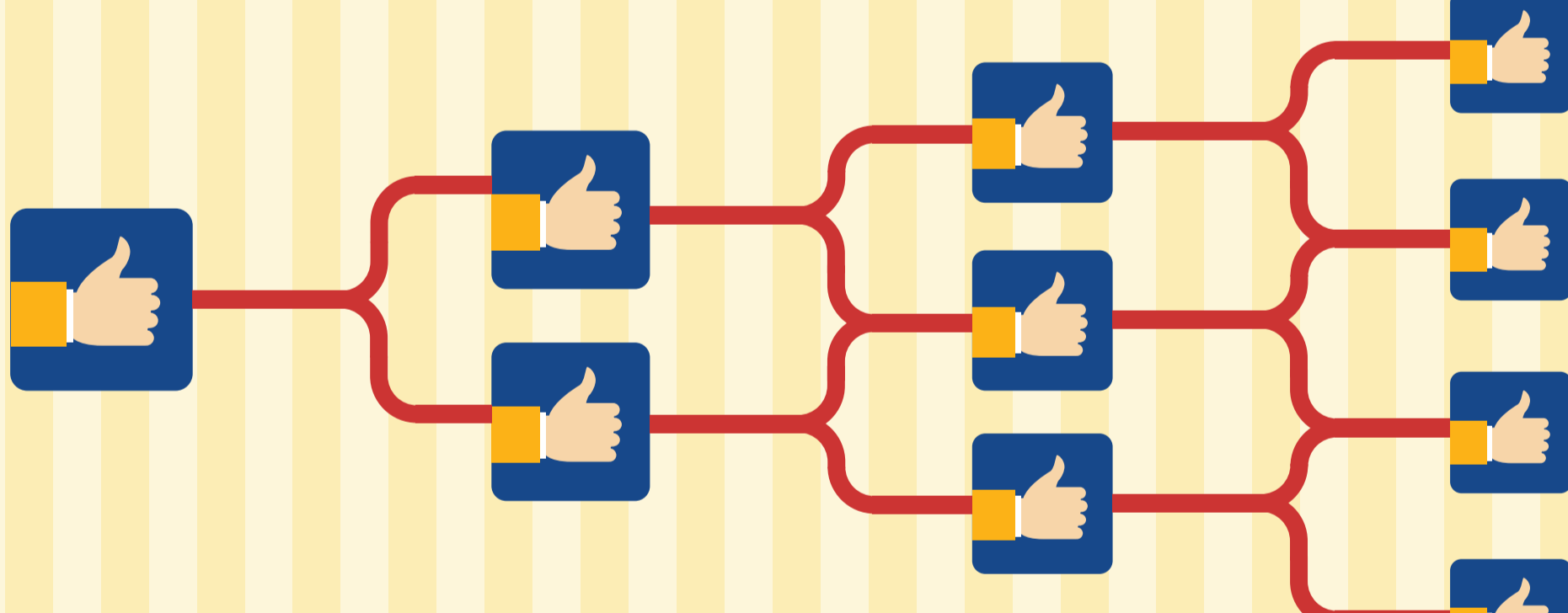
Email marketing

Email marketing isn't simply a low-cost mass market marketing technique. It's possible to engage a niche audience using email marketing by personalising email content (for example on the basis of past purchases, abandoned carts or browsing history).



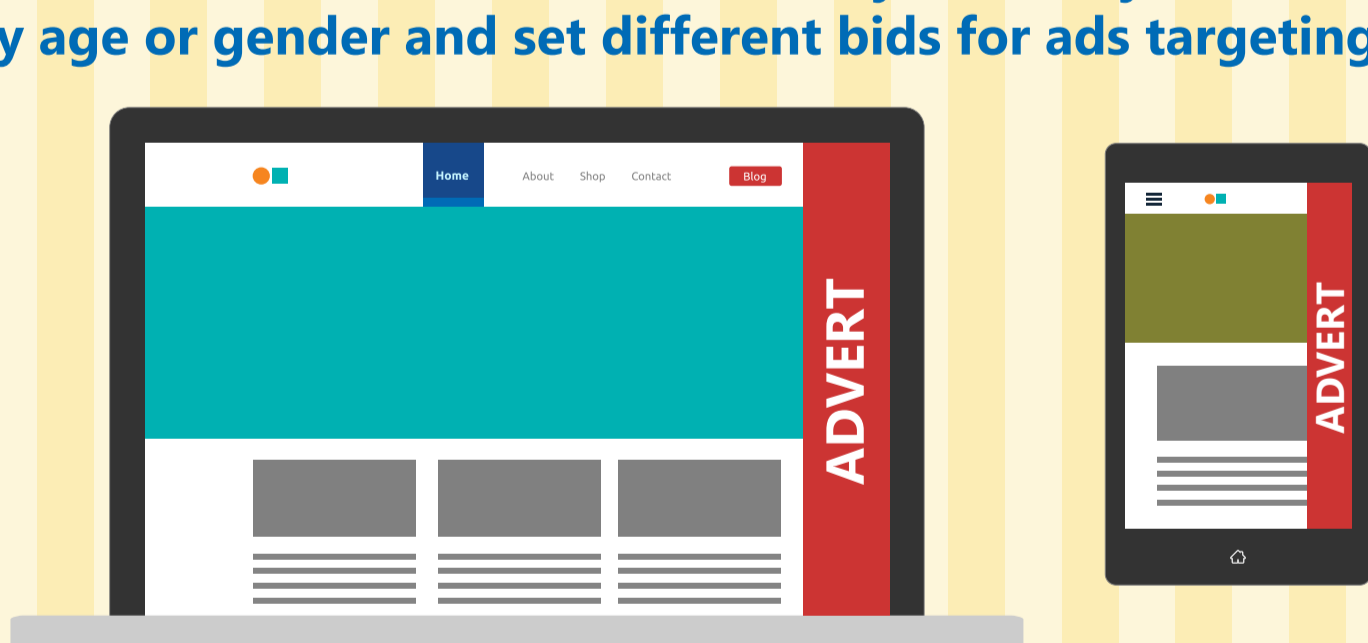
Social media marketing

Harnessing the power of sharing on social media is a great way to reach out to new customers in your target audience. The opportunities for dialogue engage customers with your brand and, at the same time, provide you with crucial audience insight.



Display advertising

Networks such as the Google Display Network provide extensive targeting opportunities. You can choose which sites you want your ads to appear on, segment by age or gender and set different bids for ads targeting each audience.



Rich media

Rich media, includes video, audio and interactive elements and can be a fantastic way to energise your display, social media or content marketing campaigns.



Mobile advertising

Through apps, mobile-friendly sites and ads optimised for mobile display, niche businesses are finding more and more ways to reach customers away from the standard home/office environment.



Website translation/localisation

Whether you are expanding into foreign markets or targeting minority customers at home, there is no better way to get a message across to customers than in their native language and by allowing them to transact in a currency of their choice.

