

RIGHT PLACE... Right Audience



Guides



An important part of making your promotions, trading and sampling a success is finding the right place (1 of the 4 Ps of marketing) to base yourself to ensure you are engaging the right audience. Choosing a location with the right footfall is essential to make your activity worthwhile.

How do you go about finding the right place?

The starting point is actually understanding who you want to engage. What does your target audience look like? It's not always the most obvious segment you should consider.

If you were selling men's slippers for example – would you only target men or would you aim to engage family members who are likely to buy the slippers as a present for the men in their lives?

Have an idea of what your target audience looks like - consider gender, age, status, affluence and where they live.

Once you have an idea of what the ideal customer looks like, you need to work out where you will find them.

There are some easy decisions – if you are looking for someone who does DIY, then booking a promotion at a Wickes store could be an easy win. If you want to target shop owners, then a Booker or Makro cash and carry could be ideal for getting that face to face engagement.

However, it's not always that obvious. Access Point has a handy tool to help you locate the perfect place to engage your target audience. Our 'Venue Locator' provides access to information on thousands of venues across the UK and the types of promotions that they allow from shopping centres, retail parks and sporting venues to events, exhibitions, train stations, garden centres and town centres.

See Venue Locator here - <https://venuelocator.apuk.net/>

Each venue also has demographic information for the area. Access Point uses Mosaic from Experian for the detailed demographics of each location.

The information is based on age, gender, population and number of households but also where and how they live, whether in the city or the countryside, status and affluence.

All of this information will help you decide on the right area to target in order to reach your potential customers. Identifying the right time to catch them - during the family shop, on the train commute to work or on the way to the match - will also inform your decision when it comes to identifying the most suitable venue.

Access Point's Venue Locator is free to use and basic information is available to everyone. To access more detailed demographic information, just register your details.

We also have a highly experienced team of Account Managers to help and advise on the best venues to suit your product or business. Why not contact us to find out how we can help?