

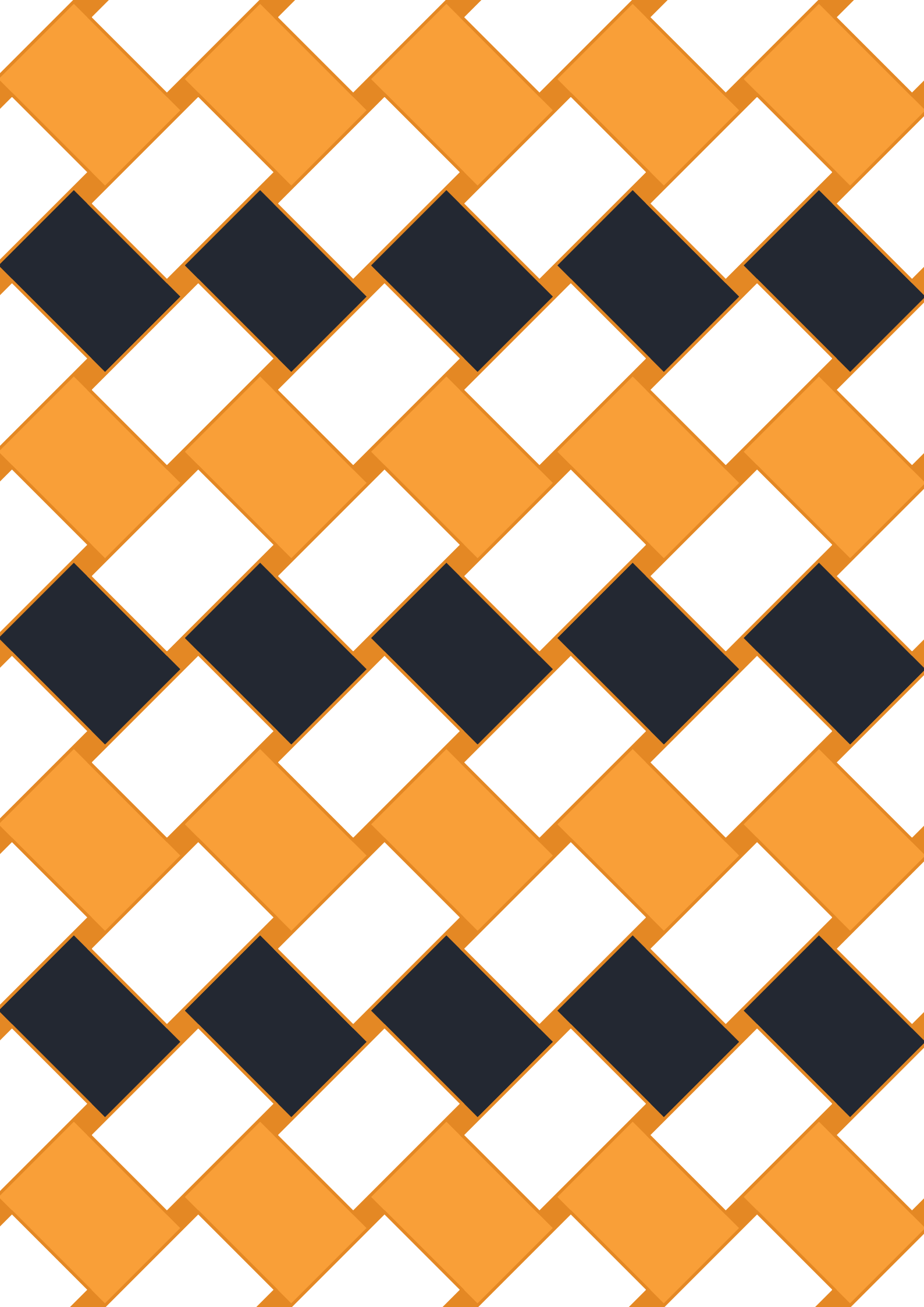
Module 2

Rapua tō mākete

Finding your market

Weaving your creative passion and business





ME ĀTA
TIROHIA E KOE
NGĀ TĀNGATA
E NGANA ANA
KOE KI TE
WHAKAPĀ
ATU KIA HURI
HEI KIRITAKI.

Your target market are the people who you think are likely to buy your art or pay for your service.

They are the people you're trying to reach. Who are these people for you? Once you know this, you can work out where to find them and where to put your promotions and products.



To start working out your target market, answer these pātai:

Target market

IF YOU'VE ALREADY SOLD SOME WORK, WHO'S BEEN BUYING IT?

HAVE YOU NOTICED ANY COMMON PATTERNS?

Think about: if they are mainly tāne or wāhine, what age they are, common interests, where they live, if they have tamariki, if they shop online or in person, if they buy for themselves or as a taonga for someone else, and so on.

WHO DO YOU EXPECT WOULD WANT TO BUY YOUR WORK?

HOW MUCH WOULD YOUR MAHI GO FOR?

Your customers might be partly determined by who can afford what you do.
(If you don't know yet, we'll cover it in Video 12: Kia utua āu mahi, Pricing your work.)

Sometimes we just need to start with our best guess and go from there. We might get this wrong, but we learn as we go.

The main thing is to keep trying different things, paying attention to the results. You then do more of whatever you find helps you connect with your potential market. This is called 'testing the market'.

Research your target market. You can ask people questions, put together a survey, look at info available on websites like Statistics NZ, and find out what other businesses are doing to reach your target market.

The more detailed your idea of who you're trying to reach, the easier it to work out how to reach them. Using the information you've work out above, list six key things about your ideal customer.

If you know someone who fits your target market, you can ask them if they'd be happy to sit down with you and give you some honest feedback. You can find out what they need that your business can give. It's also great if you can find out where they like to hang out online or offline so you can use this to focus your promotion and sales.

Target market

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



**COPY YOUR TARGET
MARKET INTO YOUR
BUSINESS PLAN BOOKLET**

ME ĀTA TIROHIA
Ē KOĒ NGĀ
TĀNGATA Ē
NGANA ANA
KOĒ KI TE
WHAKAPĀ ATU
KIA HURI HEI
KIRITAKI.

Where will you sell your mahi? Places you can sell your product or service are known as ‘sales channels’.

Will you focus on galleries, shops, markets, or online? If you promote your mahi online, what sites will you use? Your sales channels should be the places where you can reach your target market.

You may need to do some more rangahau to find out things like where your target market shops or hangs out, what they get up to on their weekends or in their downtime, the social media they prefer, etc.



What sales channels do you think might work for you?

Here's some examples of potential sales channels:

- Facebook
- Instagram
- Website
- Word of mouth
- Galleries
- Events
- Wānanga

Sales channels

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



**COPY YOUR SALES
CHANNELS IDEAS INTO YOUR
BUSINESS PLAN BOOKLET**

AHAKOA KEI WHEA KOE
I RUNGA I TŌ HĪKOINGA
PAKIHI, E TINO HIAHIA
ANA TE TIMA O
CREATIVE WAIKATO KI
TE RONGO MAI I NGĀ
RINGATOI KEI TŌ MĀTOU
ROHE. KUA UTUA
MĀTOU KI TE AIWHI I
NGĀ RINGATOI, NŌ
REIRA ME WHAKAPĀ
MAI KI A MĀTOU.

**No matter where you're at in your
business journey, the team at Creative
Waikato love hearing from artists in our
region. We're here to help, so please
don't be a stranger.**