

# Contents

Acknowledgments xiii

Introduction: You Can't Reach a Customer You  
Don't Understand xv

## **PART I: SEVEN STEPS FOR SELLING TO NEW AND UNFAMILIAR CUSTOMERS 1**

- 1 Get Out of Your Comfort Zone to Grow Sales 3**
  - “Spray and Pray” versus Broad Thinking and Narrowcasting 3
  - Toyota Tundras, Nike, and iPhones 6
  - Tapping Into the Hearts and Minds of New Customers  
also Means Tapping Into Their Wallets 10
- 2 Get to Know the Customer You're *Not*  
Getting but Should Be 12**
  - Who are These People? Babies, Girl Scouts, and Amtrak 12
  - Go Online and Read Everything You Can about the Group You  
Want to Target 16

## viii Contents

- Attend Events, Meetings, and Gatherings of Your Potential Customer; Observe and Talk to Attendees to Find Out What’s on Their Minds 17
- How to Research a New and Unfamiliar Customer Segment to Find Their Values, Tastes, Needs, and Concerns 18
- Listen to Complaints 19
- Hire from the Target Group, if Possible 20
- Understand that the Way We Receive Information Shapes Us All 20
- How to Hire a Marketing or Advertising Consultant Who Understands the Target Group You Want 22
- 3 What Do They Need? Tweak Your Product or Service Offerings 24**
- Real Men Eat Salad 26
- Shop at Sam’s, Get a Loan 28
- Target in East Harlem 28
- No Bifocals for Me, Thanks! 28
- Moving Mom and Making it Easier 29
- 4 Make Your Sales and Customer Service Friendly: Little Things Make a Big Difference 33**
- Operational Readiness—The “Secret Sauce” in Marketing to People Not Like You 34
- Operational Friendliness 38
- New Hours, New Uniform 39
- Do the Easy Things First 40
- 5 Communicate in Their “Language”: Develop Marketing Messages Based on Their Values 42**
- Transcreation*, Not Translation 46
- Tweak Your Marketing, Advertising, Signage, and Web Site in Other Languages 50
- “But This is America—Speak English!” 51
- 6 Use Technology to Reach Your Prospects: Micro Targeting 53**
- Using Free or Inexpensive Online Tools 54
- 7 Deal with Naysayers: What If Your Employees or Your Core Audience Don’t Like Seeing Their Product Marketed to Other Groups? 67**
- Subaru and Dentists 67

## **PART II: KEY CUSTOMERS WHO COULD DRIVE YOUR BUSINESS GROWTH 73**

### **8 Different Ages Want Different Things 75**

Matures: Born before 1946 76

Baby Boomers: Born 1946–1964 80

Gen X: Born 1965–1981 84

Gen Y: Born 1982–1994 86

Gen Z: Born 1995–2004 88

### **9 Women: Singles, Heads of Household, Working Moms and Stay-at-Home Moms, Home-Schooling, and More 91**

### **10 Immigrants: It’s About Acculturation, Not Assimilation 102**

Acculturation, Not Assimilation: Targeting Immigrant  
Groups by Acculturation 104

### **11 Hispanics/Latinos: North America’s Fastest-Growing Ethnic Minority 112**

Cinco de Mayo Is *Not* Mexican Independence Day 113

Why the U.S. Latino Market Is Super *Caliente* 114

The “Size of the Prize” 115

Step 1: “Latino-Ready” and “Latino-Friendly”—Operational  
Readiness Is Everything 116

Step 2: When to Use Spanish in Marketing Messages 126

Step 3: Transcreation, Not Translation 129

Step 4: New Products, New Hours, New Uniforms 131

Step 5: Customer Service Is Your Secret Weapon 134

### **12 African-Americans: A Large and Lucrative Customer Base 136**

Insight 1: Show People of Color When Targeting  
People of Color 138

Insight 2: Diversity in Skin Tone Is Very Important 139

Insight 3: Don’t Even Use People in Ads at All—Leave It  
Open to Interpretation 140

Insight 4: Keep It Real 140

Insight 5: You Don’t Have to Make It “Brown” to  
Appeal to African-Americans 143

x Contents

- Insight 6: People of Color Aspire to More than Just Sports, Music, and Fashion 144
- Insight 7: Get Involved and Support the Community 147
- Insight 8: Food, Music, and Socializing Are Central to African-American Culture 149
- Insight 9: Don't Take Advantage of African-American Customers 150

**13 Asians and Asian-Americans: The Highest Household Income of Any Racial or Ethnic Group 152**

- The U.S. Asian Population 153
- Step 1: Evaluate the "Size of the Prize" 155
- Step 2: Learn about Which Subsegment Represents Your Greatest Market Opportunity 156
- Step 3: Explore Asian Media Options 156
- Step 4: Make Sure You Use Qualified Translation Services, if Necessary 156
- Step 5: Explore Online/Digital Marketing 158
- Step 6: Educate Yourself about Key Cultural Aspects of Your Target Market 158
- Step 7: Get Involved in the Community 159

**PART III: OTHER IMPORTANT MARKET SEGMENTS 161**

**14 Political Views 163**

**15 Sexuality: Gay, Lesbian, Bisexual, and Transgendered 168**

**16 Hobbies and Special Interests 180**

- Direct Marketing 184
- Special Interest Magazines or Web Sites 184
- Editorial Contributions 185
- Venue Marketing 186
- Niche Marketing (Relationship Marketing) 186
- Association Marketing 188
- Connectors 189

**17 Rural versus Metro 191**

- Metro (Urban) Living 191
- Rural Living 192

<b>18 Military versus Civilian</b>	<b>196</b>
<b>19 Vegetarians versus Meat Eaters</b>	<b>202</b>
Reaching Vegetarians	205
Reaching Meat Eaters	207
Conclusion	211
Index	213

<http://www.pbookshop.com>

<http://www.pbookshop.com>