



Marketing asoslari

Nishondagi auditoriyani o'rganish

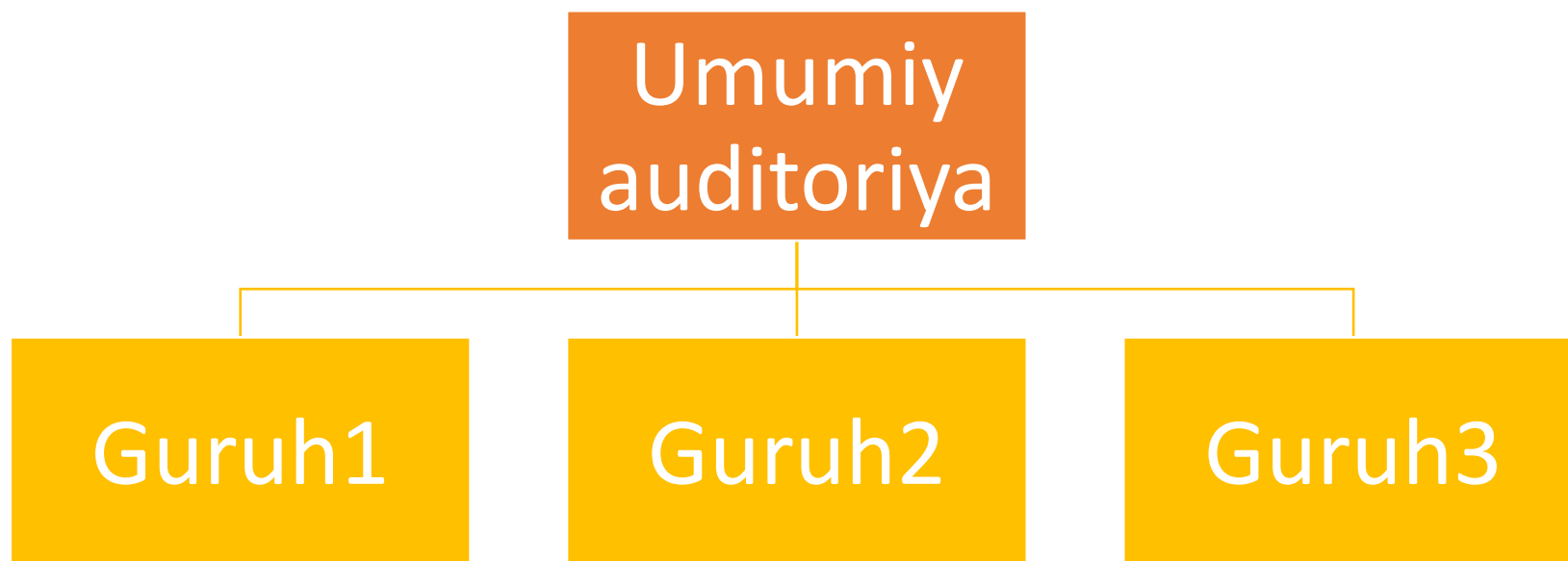
Otabek Sharapov

Nishondagi auditoriyaga kimlar kiradi

Nishondagi auditoriya – sizning mahsulot/xizmatingiz taklif etayotgan yechim orqali ehtiyojini qondirishni istayotgan odamlar.



Guruhlarga ajratish



Auditoriyani tasvirlash uchun harakteristikalar

Geografik

Sotsial-demografik

Psihologik

Hatti-harakat

B2B



Auditoiya tuzishdagi savollar

Yoshi

Jinsi

Turar joyi

Oilalikmi, farzandlari

Nima bilan shug'ullanadi, daromadi

Mansabi

Muammolari

Ehtiyojlari

Orzusi

Qo'rquvi

Alisher Aliyev, 43 yoshda.

Turar joyi: Samarqand.

Uylangan. Ikkita maktab yoshidagi farzandlari bor.

Moliyaviy sohada, oyiga 4mln so'm topadi.

Hisobchi bo'lib ishlaydi. Ishi jismonan qiyin emas, ammo kuni 12 soatlab vaqtini oladi.

Ish grafigi tufayli Alisher sog'lom ovqatlana olmaydi, shuningdek u ofisga taom buyuradi, va saylga chiqmaydi.

Ortiqcha vazn tufayli doim trenirovka haqida o'ylaydi.

5W metodi va manbalar

What / Nima? - mahsulot;

Who / Kim? – iste'molchi portreti;

Why / Nega? – xarid qilish motivatsiyasi;

When / Qachon? – qachon xarid qilishni istaydilar;

Where / Qayerda? – qayerda xarid qiladilar.

Manbalar:

So'rovnomalar

Kuzatuvlar

Konsultatsiya

Marketing izlanish

Misollar



Guruh1:

O'rta yoshdagi ota-onalar. Ikkita farzandi bor.

4-6 mln daromad oladi.

Asosiy orzusi: eng yaxshi ota-ona va farzand bo'lish.

Farzandi tarbiyasiga jiddiy e'tibor beradi.



Guruh2:

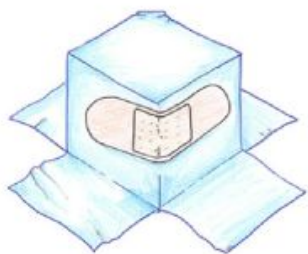
Kollej, litsey va universitet talabalari.

O'yinqaro, do'stalari bilan yig'ilib turishadi.

Maqtanishni yaxshi ko'radi.

Ota-onasinin ta'minotida.

Misollar



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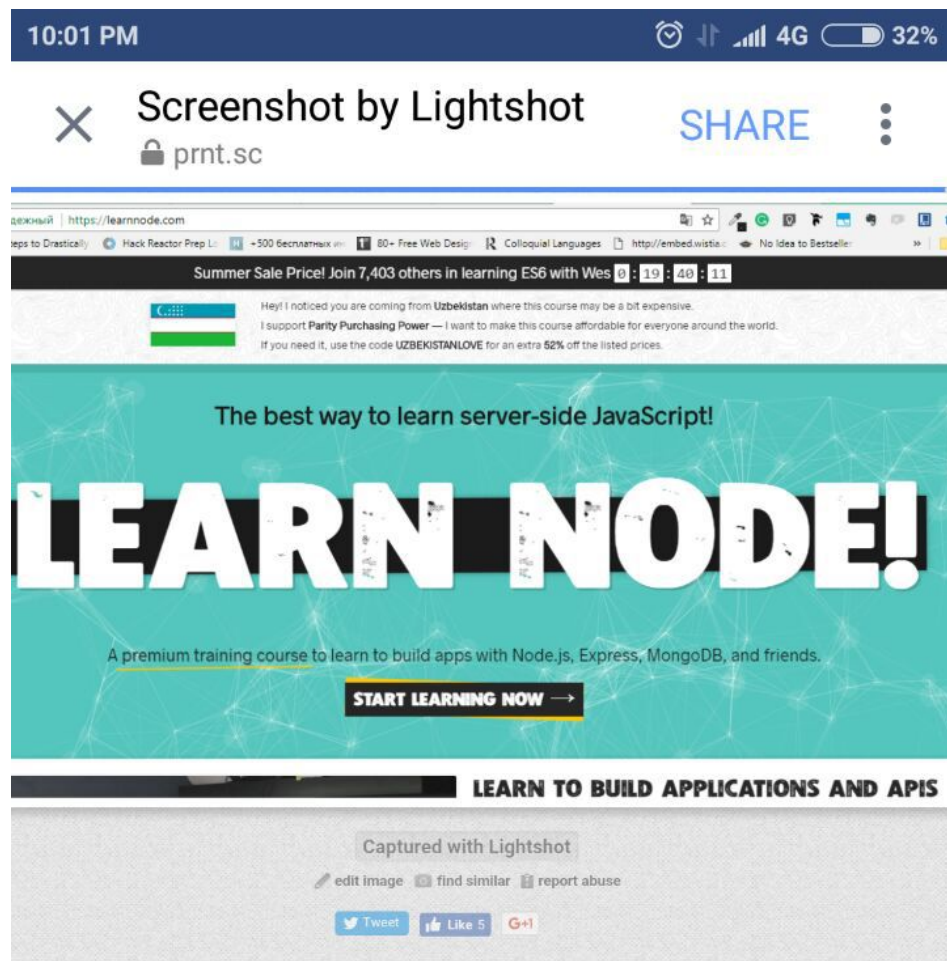
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- The **Dropbox** Team

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Misollar



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