

Hit the Target



Look at the people who have purchased our cast stone in the past. We can look at similar people and locations to try to repeat our old successes. You can sort the list of past jobs by state or zip code. This can lead you to locations that are better for our marketing efforts. Look for areas with an upturn in new construction, which can be located with some online research. Localizing the target market is an easy way to narrow your focus and find contacts that are more likely to be interested in our products and services.

We can also look at past sales and try to discover people who haven't been known as good customers. Look for market segments our present efforts have missed, but who should be able and willing to buy our products. For example, we usually market towards new home buyers, but you might find a way to direct our efforts at home renovation markets, perhaps concentrating on entries, or landscaping.

