



Benign Design

Target Market

www.benign.design
Auckland, New Zealand

Helène Brink
helene@benign.design
+64 27 406 4049

Benign Design's Target Market

Demographics:

- **Age:** Primarily over 40 years old.
- **Gender:** Predominantly female, but inclusive of all genders.
- **Location:** Global, with a strong presence in Portugal, the UK, and New Zealand.
- **Income Level:** Middle to upper-middle class, with disposable income to invest in professional services.

Psychographics:

- **Values:** Highly values trust, integrity, mindfulness, and holistic wellness. Prioritises ethical and sustainable practices.
- **Lifestyle:** Engaged in holistic and wellness practices such as yoga, meditation, and organic living. Focused on personal growth, health, and well-being.
- **Interests:** Interested in holistic wellness, personal development, spirituality, and conscious living. Likely to follow influencers and thought leaders in the wellness space.

Behavioral:

- **Decision-Making Process:** Makes decisions based on trust and intuition. Prefers working with service providers who understand their vision and values. Looks for personalised and meaningful interactions.
- **Buying Behaviour:** Not price-sensitive; willing to pay a premium for high-quality, trustworthy services. Prefers long-term relationships over one-off transactions.
- **Technology Use:** Comfortable with using digital platforms and tools. Actively uses social media (especially Instagram and Facebook) to follow trends and connect with like-minded individuals.

Geographics:

- **Primary Markets:** Portugal, the UK, and New Zealand.
- **Secondary Markets:** Other English-speaking countries with a growing interest in holistic wellness, such as the USA, Canada, and Australia.

Target Market Segments

1. Holistic Wellness Practitioners:

- **Profile:** Includes yoga instructors, meditation coaches, holistic coaches, and alternative medicine practitioners.
- **Needs:** Professional branding, digital presence, marketing strategies to attract and retain clients.
- **Challenges:** Standing out in a crowded market, lacks skill and knowledge on how to effectively market their business.

2. Holistic Product Businesses:

- **Profile:** Businesses selling organic products, wellness products, eco-friendly goods, and holistic supplements.
- **Needs:** Strong brand identity, engaging e-commerce website, cohesive marketing strategies.
- **Challenges:** Building brand recognition, reaching target audiences, competing with larger brands.

3. Holistic Lifestyle Influencers:

- **Profile:** Individuals with a significant following on social media who promote holistic living, wellness, and personal growth.
- **Needs:** Personal branding, professional website, strategic content creation and distribution.

- **Challenges:** Maintaining authenticity while growing their brand, engaging their audience consistently.

Example Customer Profiles

1. Chloe Ward (Holistic Guide)

- Age: 45
- Location: Portugal
- Occupation: Holistic guide offering yoga, reiki, and wellness coaching.
- Goals: To streamline her business operations and enhance her digital presence.
- Challenges: Managing multiple services under one brand, reaching a broader audience.

2. Carroll Macey (Holistic Leadership Coach)

- Age: 50
- Location: UK
- Occupation: Founder of her business selling coaching services.
- Goals: To establish a strong brand identity and increase online sales.
- Challenges: Drawing in her executive audience to be open minded to exploring her hybrid/alternative eastern and western approach to rethinking leadership.

3. Sarah Thompson (Wellness Influencer)

- Age: 38
- Location: New Zealand
- Occupation: Influencer promoting holistic wellness and personal growth.
- Goals: To grow her follower base and monetize her brand.
- Challenges: Keeping her content engaging and authentic, managing brand collaborations.

Marketing Strategies for Target Market

Content Marketing:

- **Strategic Branding Insights:** Write blog posts and articles about the importance of strategic brand development in the holistic wellness sector.
- **Implementation Guides:** Provide detailed guides on implementing brand strategies effectively.
- **Case Studies and Testimonials:** Share success stories and client testimonials to highlight the effectiveness of your strategic branding services.
- **Portfolio Showcases:** Use videos and social media posts to display your strategic branding work, including transformations and client results.
- **Branding Tips:** Provide short, informative videos and graphics with actionable advice on strategic brand development and implementation.
- **Webinars and Workshops:** Host live sessions focused on strategic brand development and implementation best practices for holistic wellness entrepreneurs.
- **Q&A Sessions:** Engage with your audience through interactive Q&A sessions on social media, addressing their branding concerns and questions.

SEO and Online Presence:

- Optimise the website for search engines to attract organic traffic.
- Use targeted keywords related to holistic wellness, personal development, and sustainability.

Social Media Engagement:

- Actively engage with followers on Instagram, Facebook, and LinkedIn.
- Host live sessions, webinars, and Q&A sessions on branding topics.
- Collaborations and Partnerships:
- Partner with influencers and thought leaders in the holistic wellness space to reach a broader audience.

- Collaborate with complementary businesses to offer bundled services or products.

By focusing on this detailed target market, Benign Design can tailor its services and marketing efforts to attract and retain clients in the holistic wellness sector, ultimately driving business growth.