

## Marketing & Sales

# Choosing Marketing Activities That Match Your Target Customer

HBC Business Consultancy · 23 October 2026 · 2 min read



Marketing works best when it reaches the right people with a message that matters to them. Businesses do not need to use every channel at once; they need to choose activities that fit their customers, budget and ability to respond to enquiries.

### **Describe the customer you want to reach**

Consider location, needs, buying habits, budget, decision process and the problem your product or service solves. A supplier selling to schools may need a different approach from a salon targeting walk-in customers or a clinic communicating service availability.

### **Match the channel to customer behaviour**

Depending on the audience, options may include referrals, a well-maintained Google Business Profile, social media, WhatsApp Business, local partnerships, signage, email or direct visits. Choose channels based on evidence about where customers look for information and how they prefer to communicate.

### **Make the message specific and credible**

Explain the product or service, the customer need it addresses, relevant conditions and how to take the next step. Avoid unsupported claims, hidden charges, misleading discounts or promises that cannot be delivered. Healthcare and financial promotions may be subject to additional rules.

### **Set a budget and a measurable objective**

A campaign might aim to generate qualified enquiries, increase repeat purchases or promote a seasonal service. Set a spending limit and decide how results will be measured before launching. Track both the cost and the quality of the leads generated.

### **Respond well to interest**

Marketing creates expectations. Make sure staff know current prices, availability, service terms and escalation routes. A campaign can damage trust if enquiries go unanswered or advertised items are unavailable.

## **Test, learn and adjust**

Run a small test where practical. Record enquiries by channel, conversion, average sale or other relevant measure, then compare results. Consider seasonality and other factors before concluding that a channel succeeded or failed.

## **Example: a local retailer**

A retailer in Kampala could test a WhatsApp catalogue and customer referrals against a small paid social campaign. It should compare qualified enquiries and completed sales, not just views or likes.

### **Key takeaway**

Choose marketing based on customer behaviour, measurable objectives and the capacity to deliver. Start small, track results and improve what the evidence supports.

## **Next step**

HBC Business Consultancy can help identify target customers, select suitable marketing activities and set up simple campaign measures.

### **Editorial note**

This article is general marketing information. Ensure promotions comply with applicable consumer-protection, privacy, sector-specific and advertising requirements.