

# Businesses advised to research target customer

Businesses that are embarking upon a marketing campaign to promote their products or services should consider who they are attempting to target, an industry expert has said.

A spokesperson from the British Chambers of Commerce (BCC), commented that research is important when undertaking a campaign, particularly in relation to a target audience.

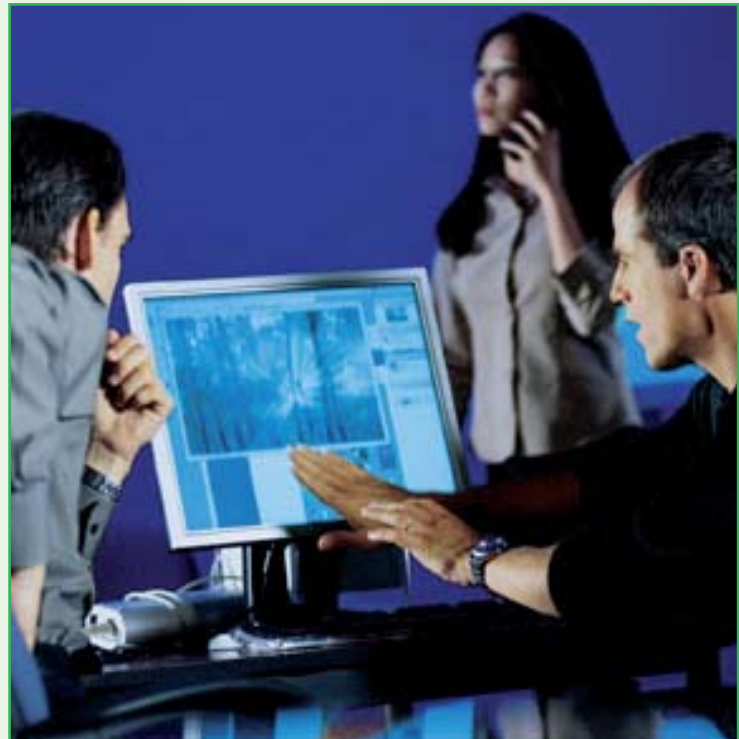
Firms that could benefit from outsourcing their marketing strategy are those looking to gain a wider audience reach or companies who sell niche products or services, the BCC stated.

"It all comes down to the audience you want," the spokesperson said.

He added: "PR [public relations] firms are not cheap but it depends on what you want to achieve."

These remarks suggest that some businesses are not currently considering the audience they want to aim at before spending money.

Of the 4.5 million enterprises in the UK, 99.3 per cent employ less than 50 people, data from the Business, Enterprise and Regulatory Reform shows.



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