



Questions

SAAS - ENTERPRISE & SMB B2B

How to narrow down your target market and find early-adopters in the enterprise industry?

I've been talking to a few professional workers (mostly managers) from different enterprise companies and have found a big pain. Most of their days are waste with ineffective meetings and/or working on long presentation powerpoint documents mainly focused in the shape of the presentation not the content. The thing is that problem is not an exclusivity to a narrow market. I'm a little lost to niche my market.

Answer this Question

1 ANSWERS



Stanley Lee
Student of Making Money

I've done both of these when I was fishing for SaaS business opportunities.

To narrow down the niche market, identify the key departments, type of problem, and industry verticals of target companies. The users of your solution would benefit either from \$\$\$ or productivity point of view.

Then to find early adopters, find out who is attempting to make their own solutions already (in this case, consult the consultants who deal with your problem). You can even buy PPC ads on Facebook or work with their other vendors to see which customers are motivated and proactively looking for a solution to their problem.





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