

CUSTOM SAMPLE AUDIENCE TARGETING FOR MPANJI AFRICA (FACEBOOK AND INSTAGRAM)

ABOUT MPANJI AFRICA

Mpanji Africa is one of the most prominent corporate and retail furniture company in Tanzania, Kenya, Mozambique and South Africa. Founded in Tanzania on January 2013 and successfully expanded to other African countries.

POTENTIAL CUSTOMER PROFILE

- Rent an apartment/house or owns a house/apartment.
- Newlyweds.
- Family.
- Middle class to upper middle class(affluent Tanzanians).
- Young married couples.
- They have disposable income to engage in leisure.

POTENTIAL CUSTOMER DEMOGRAPHIC

DEMOGRAPHIC	VALUES
INCOME	1 mil - 10mil +
AGE	25 - 65 years +
GENDER	Male and Female
LOCATION	Dar es salaam: oysterbay,masaki,mbezi,mikocheni,kunduchi,upa ngaseaview,kigamboni,boko,bunju,,kinondoni,ub ungo,kimara,ukonga Arusha: Ngaramtoni,kijenge,ngurdoto,meru,tengeru Mwanza,Dodoma

Where is the target market?

- 1.Instagram
- 2.Facebook
- 3.Linkedin
- 4.Blogs

NB.

1. Location will be determined with the content being pushed since MPANJI AFRICA is found from more than one country and region a specific area can be chosen for targeting or to save cost a wider area can be chosen but targeting key interests and age.

2. Gender in this case does not matter a potential client for mpanji can be either male or female.

3. Depending on an agreed budget allocation ads can reach up to 310,000 people.