Attracting More Customers

Location
- Where are they going?
- Where they eat?
- Where they drink coffee?

What Type of Social Media They Use?
- TV / Radio / Newspaper
- Sports

Tools

Ideal Customer
- Age
- Sex
- From:
- To:
- Employment
- Where
- How much time?
- Revenue
- From:
- To:
- Education
- Residence
- Marital Status

What attracts their attention?