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marketing team especially for small businesses that face monetary and nonmonetary resource constraints when compared to big businesses. Following this theme, this article lists some actionable steps that can be taken by small business owners in their quest for market share in their respective markets.

## **How to Build a Great Marketing Team for Your Business**

The group that is identified for a specific marketing program.  
Customer Profile A list of information about the target market, such as age, gender, income level, marital status, ethnic background, geographic residents, attitudes, lifestyle, and behavior.

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