

Who is your target audience?

Topic 3

Who is your target audience?

Lesson 1

The importance of creating your consumer persona.

Lesson 2

Defining your ideal customer.

Lesson 3

Research audience mood.

Lesson 4

How to create your customer persona.

Project work

Who is your target audience? Write your brand's customer persona.



New Lesson.

The importance of creating your consumer persona.



Who is your target audience?



The importance of defining your ideal customer.

If you set the demographics of your target audience too wide, you will not connect effectively and become lost in the white noise of your competitor's marketing.

If you set your demographics too narrow, you are in danger of limiting your growth due to limiting available market share.

It's easy to lose out in this balancing act but I'm going to show you how to define your ideal buyer.

- This is the person that will become a brand ambassador. The one that will purchase multiple items from you and refer you to their friends.



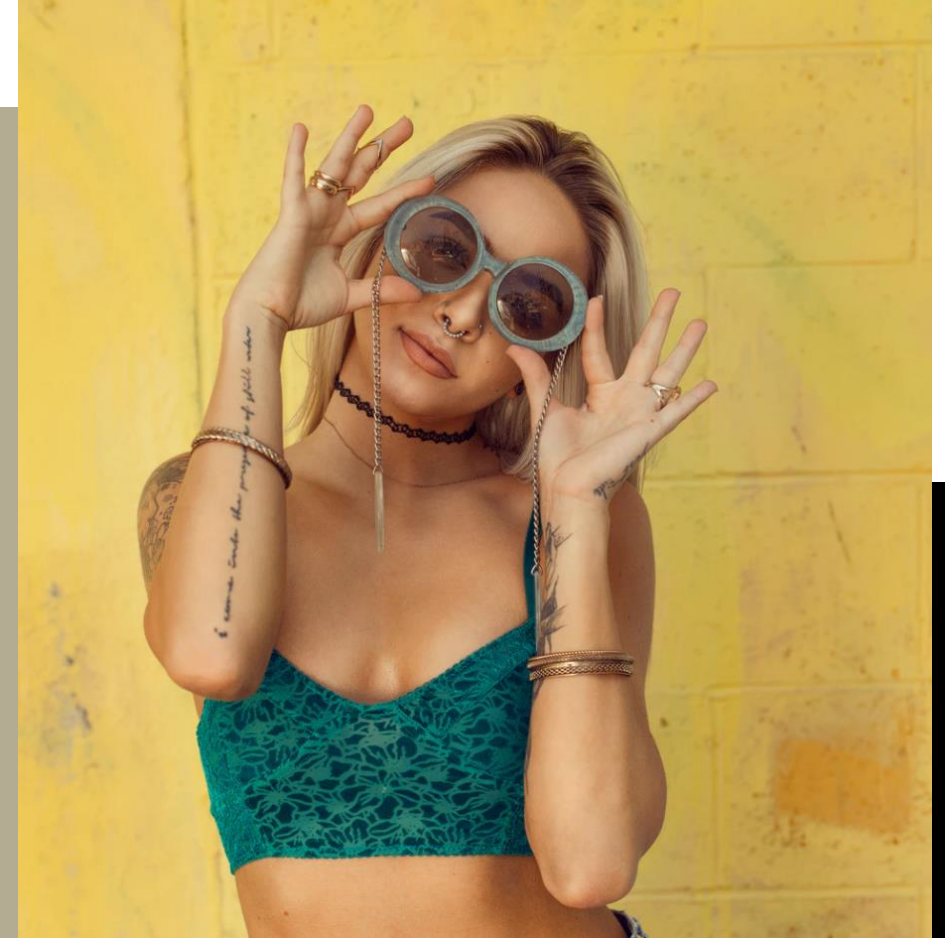
Who is your target audience?

Defining your target audience will help you to:

- Design products to suit your audience.
- Price your product to suit your target audience.
- Advertise to your target audience.
- Speak to your target audience through marketing.

You need to really know who they are to ensure the success of your brand.

Tip: This is an exercise that will be applicable every time you launch a new product category.





New Lesson.

Defining your ideal customer.



Who is your target audience?



Defining your ideal buyer.

The first things to define are age, gender, location. The more defined you are the more targeted you will be and you will own the space you launch into.

- Geolocation - You know which territory you're targeting.
- Gender - Is your brand going to target both male and female or a specific gender?
- Age - This is going to help you start to define who your audience is.

If your brand launches a B2C product [business to consumer product] it will mean in almost all cases a high volume of sales, at a low price point. Therefore, you are looking for trends to help you make decisions.

The place to start is determining which age group your target audience belong to?



Who is your target audience?

Trends & traits by generations .

Most fashion brands focus on a single age group. It is possible to cross over, but it can risk blurring your focus.

Traits evolve so it's important that you are always up to date with who your ideal customer is.

Key factors that will update traits are:

- Pandemics for example COVID.
- New technologies. etc

There are 4 main generations to focus on:

1. Baby boomer.
2. Gen X.
3. Millennials (Gen Y).
4. Gen Z.





Who is your target audience?

Snapshot of their traits.

	<div>B</div> <div>Baby boomer</div> <div>1940–59</div>	<div>X</div> <div>Gen X</div> <div>1960–79</div>	<div>Y</div> <div>Gen Y (millennial)</div> <div>1980–94</div>	<div>Z</div> <div>Gen Z</div> <div>1995–2010</div>
Context	<ul style="list-style-type: none">• Postwar• Dictatorship and repression in Brazil	<ul style="list-style-type: none">• Political transition• Capitalism and meritocracy dominate	<ul style="list-style-type: none">• Globalization• Economic stability• Emergence of internet	<ul style="list-style-type: none">• Mobility and multiple realities• Social networks• Digital natives
Behavior	<ul style="list-style-type: none">• Idealism• Revolutionary• Collectivist	<ul style="list-style-type: none">• Materialistic• Competitive• Individualistic	<ul style="list-style-type: none">• Globalist• Questioning• Oriented to self	<ul style="list-style-type: none">• Undefined ID• “Communaholic”• “Dialoguer”• Realistic
Consumption	<ul style="list-style-type: none">• Ideology• Vinyl and movies	<ul style="list-style-type: none">• Status• Brands and cars• Luxury articles	<ul style="list-style-type: none">• Experience• Festivals and travel• Flagships	<ul style="list-style-type: none">• Uniqueness• Unlimited• Ethical

McKinsey&Company



Who is your target audience?

Baby Boomers.

- Generation Size: 71.6 million.
- Baby Boomers are still influenced by traditional marketing campaigns and sales strategies, such as telemarketing and face-to-face communication.
- They discover new products by a direct approach.
- These people have already managed almost every segment of their lives and now are hitting retirement. All they want are products that will make their lives simpler.
- They appreciate value behind your product and don't pay too much attention to prices. This is what makes them today's highest value consumers.
- Baby Boomers have an average net worth of \$1,066,000 and a median net worth of \$224,000.
- On the other hand they can be extremely price conscious and the most likely to bargain hunt.
- Once they find a brand that meets their needs, they will remain loyal to it.
- As well as being influenced by traditional marketing approaches, 90% of Baby Boomers have a Facebook account.



Who is your target audience?

Gen X.

- Generation Size: 65.2 million.
- Gen X still read newspapers, magazines, listen to the radio, and watch TV.
- They spend 7 hours a week on Facebook (the highest of any generational cohort).
- They don't use hashtags and still prefer Facebook over Instagram.
- They are influenced by email marketing and 68% would use a coupon if emailed it.
- The average Gen Xer carries \$142,000 in debt.
- When it comes to making a purchase, Xers are highly systematic and love comparing products before they make a final decision.
- They don't follow current trends.
- They really appreciate quality and they don't mind if the product is expensive as long as quality matches the price.



Who is your target audience?

Millennials (Gen Y).

- Generation Size: 72.1 million.
- 95% still watch TV, but Netflix edges out traditional cable as the preferred provider.
- This generation is extremely comfortable with mobile devices but 32% will still use a computer for purchases.
- They typically have multiple social media accounts.
- Growing up in the world of digital evolution, they don't respond to traditional marketing tactics.
- Images of products posted on social media by their actual users serve as a guarantee of quality.
- Millennials are more receptive to influencer marketing than other generations.
- Little patience for inefficient or poor service.
- Millennials place their trust in brands with superior product history such as Apple and Google.
- Millennials are extremely price sensitive. Among all factors such as product quality, availability and reliability, price plays a fundamental role in their buying decisions.
- Strong sense of social awareness. "give back to the community".
- Are more idealistic, more confrontational and less willing to accept diverse points of view.



Who is your target audience?

Gen Z.

- Generation Size: 68 million.
- Hypercognitive generation very comfortable with collecting and cross-referencing many sources of information and integrating virtual and offline experiences.
- The average Gen Z'er received their first mobile phone at age 10.3 years.
- They spend 3 hours a day on their mobile device.
- They want to avoid debt and appreciate accounts or services that support this outcome.
- They have a strong appetite for financial education and are opening savings accounts at a younger age than previous generations.
- They want to shop brands that stand for something.
- 2 buzzwords are Authenticity and Durability.
- They care for the environment.
- Inclusivity is important. Race, size, gender – it doesn't matter to them.



Who is your target audience?



Now you know the trends and traits of the generation your fashion brand will be targeting.

**The aim of this step is to build a clear picture about who your target audience is.
... Keep going to build your brand's customer personas.**



New Lesson.

Research audience mood.



Who is your target audience?

Research audience mood.

Now it's time to get into the nitty gritty. You need to define the following key aspects of your audience:

- Hopes and dreams.
- Pains and fears.
- Competitor annoyances.

The best way to understand your audience is to read their comments on the various online locations they hang out. Typical locations are:

- Closed Facebook groups.
- Amazon product reviews.
- Product reviews on top sites.
- Reddit.
- Competitor social media posts.





Who is your target audience?

What are you looking for?

Here's some criteria to help you complete this task:

- You are be looking for a post using your keyword.
- You are looking for a product image matching back to your keyword.
- Find products that are similar to those you'll be selling on competitor websites.

Once you have found the content, take note of the comments so you can learn more about the person who wrote the comment.





Who is your target audience?

A few simple steps on how to complete the table:

Reminder: The audience mood research table is part of your workbook. Open it up now and familiarise yourself.


- Open up all 5 locations as suggested on slide 1.
- Look at 1 location at a time, searching for your keyword and matching imagery to your keyword.
- Once you’ve found them, look for comments covering hopes & dreams, pains & fears, competitor annoyances.
- Document these into your sheet, one point at a time, answering each column header.
- Repeat until you’ve covered all relevant content for that location.
- Move onto the next location.

Audience Mood Research					
	Discussion Point (text)	No. of Mentions (#)	Importance (/10)	Sources of comments	Notes of commentators
Hopes and Dreams					
Pains & Fears					
Competitor Annoyances.					



Who is your target audience?

Let's talk through an example.

Audience Mood Research					
	Discussion Point (text)	No. of Mentions (#)	Importance (/10)	Sources of comments	Notes of commentators
Hopes and Dreams	To make my bust look good. Good being lifte	4		Monday swimwear, Pour moi, Quora, FB	
	Inclusive swimwear	1		Facebook	Curvier women.
	Sustainable swimwear	1		Monday swimwear,	Insta post
	To love the fabric - print, interest & quality	6		Monday swimwear, pour moi	Insta post
		1		Pour moi	A loved block for numerous reasons
Pains & Fears	Too expensive for design and quality.	1			
	Finding a block that fits	5		Amazon, quora	
	Being able to buy tops and bottoms separate	2		Amazon, quora	
	Is a g-string allowed?	3			
	Can women wear mens trunk shorts?	1			
	Not for large busts	4		Quora, FB, amazon	
Competitor Annoyances.	Adjustable straps not staying put	6		Monday swimwear, Pour moi	All female, english spoken, no age ref or geolocation. Comments ranging from 2019 - present day
	Falling out of your bikini top. DD+ full cup co	13	10	Monday swimwear, Pour moi	'
	Colour is see-through	5		Monday swimwear, Pour moi, Quora	'
	Underwire digging in or popping out - poor m	2		Monday swimwear, Pour moi	'
	Didn't like the colour too close to skin tone	1		Monday swimwear, Pour moi	'
	Poor quality	2		Monday swimwear, Pour moi, amazon	'
	I didn't recieve the item	2		Monday swimwear, Pour moi	'



Who is your target audience?

JACK MA

INSPIRATIONAL
SPEECH

" OPPORTUNITIES LIE IN THE PLACE
WHERE COMPLAINTS ARE "

Jack Ma, Founder of Alibaba



New Lesson.

How to create your customer persona.



Who is your target audience?



As outlined in lesson 1, you need to know who your target audience is to ensure:

- Design product to suit your audience.
- Price your product to suit your target audience.
- Advertise to your target audience.
- Speak to your target audience through marketing.

By creating a customer persona, in a sense, you are creating a person, even giving this person a name, so that they feel real.

This criteria will then enable your total business to always focus on say 'Jack' to ensure every action always has him in mind.



Who is your target audience?

An example of 4 customer personas.

Customer Personas				
Name	Heidi	Gareth	Melanie	Amanda
Age	45	37	52	28
Sex	Female	Male	Female	Female
Education	Degree - BA Hons	A-levels Left Aus to do 2 years in London	University, fashion degree	University, buying/merch degree
Family Status	Divorced with 2 kids	Married young now divorced & Single - dating	Married	Single
Country of Origin	Australia	Australia	Australia	Australia
City of Origin	Sydney, 2nd home in france	base across: Sydney, New York, Bali	Adelaide / Melbourne	Melbourne
Onshore / Offshore	Both	Both	Onshore	Onshore
Visa	no	no	no	no
Business Industry	Fashion, 2nd Art	Fashion & Hospitality	Fashion retail	Fashion retail
Business Focus	- To make money? - to be environmentally concious - To empower woment through design and clothing	Whats cool, whats the next big thing. Using travel and priviledges to dcide what the next big thing is	Power couple	To be noticed To become a household known name to get into Vogue
Current Occupation	Art Club - a new venture. her own business	Entrepreneur	Own business owner	Own business owner
Current Employer	Own business - Director	Own. or co-owned ventures. Mainly with friends that are business partners or B/partners that have become friends	Own business owner	Own business owner
Desired Occupation	Creative Director Hobbies - social clubs, gatherings, where talents, artists come and show	to be a multimillionaire - innvesting in brands with minimal input	CEO	Creative director
Desired Employer (If App)	n/a	Kanye or Kardashians	Sustainable brand, a brand puttin back into the community - free people	n/a
Years Worked in Industry	25	7	36	10
Salary / business rev	? \$500-700K +	\$1M + across chanel	\$10M+	\$50K
Disered AUS Salary	\$5M +	\$10M+	\$20M+	\$1M



Who is your target audience?

I would encourage you to;

- Create 1 customer profile for launch if, for example, you are only offering women's swimwear.
- If you're offering men's and women's swim then you need to create 2 profiles!

The template is in your master workbook for you to complete.

Tip: As you grow, create new profiles to ensure you remain focused on each type of customer.





Project work.

Who is your target audience? Write your brand's customer persona.



Stop!

I would encourage you now to stop, think, and complete this step. Who is your target audience?

- Which generation are you targeting? Which traits will influence your decisions?
- What is the name of your customer persona? Do they feel real yet?
- Are you feeling clearer about your brand's direction now you know who your audience is?

Continue to further validate your idea and find your niche in the market.

