

Target Audience Worksheet

Identifying your target audience(s)

- Who are you targeting presently (if any)?

- Why are you targeting those audiences (be specific)?

- What is your goal in targeting these audiences?

- Who would you not target if you had the choice?

Once you've clarified the previous elements, ask the following questions to help you identify your target audience:

- Who needs to hear your message?

- Who has influence over your target?

- Who must be moved to action so that your goals will be met?

- Who has the greatest impact on the outcome of your marketing campaign efforts?

YOUR TARGET IS THE INDIVIDUAL OR INDIVIDUALS WHO HAVE DIRECT DECISION-MAKING POWER OVER THE ISSUE YOUR ORGANIZATION IS WORKING TO ADDRESS. YOUR TARGET AUDIENCES ARE THE INDIVIDUALS, GROUPS, COMMUNITIES, BODIES OF DECISIONMAKERS, ETC. WHO CAN INFLUENCE YOUR TARGET.

- Refining and zoning in on your target audiences.
- Refining your target audiences will ultimately save you time, money and other resources because you can focus your marketing campaign efforts right from the get-go. Communications efforts will be more effective because you will be getting your messages to the right people. To better understand where your audiences stand on an issue, what motivates and drives them to use/buy service or product consider

looking at research data from other similar companies or organizations, conduct a focus group, or use survey results. Know your customer Psychographics (a.k.a. 'lifestyle')—take such things as where people choose to live, their hobbies, interests, and leisure activities into consideration. This allows small businesses to really create messages that can reach a very fine-tuned audience. Major advantage: your competition probably isn't looking into their target audiences as deeply and thoroughly. eg: think of some of the things that apply to you—your age, marital status, income, education, etc. Now think of a friend that fits pretty near the same profile; do you both like the same kinds of food or clothes or activities? There are more than likely a hundred differences. Therefore, by narrowing down those general categories, you will discover several new target markets! In order to discover people's lifestyle and consequently your tailored target markets, you'll need to interact with them: surveys (either on-line or in-store/in person) that include questions about their leisure activities will help you discover unique ways you can reach them with your marketing messages. Obtaining this information will also make developing special promotions, incentives, and give-aways more power: as you speak (target) directly to their leisure preferences they will be more inclined to find value in them.

- List some very specific elements of lifestyle choices of your preferred target audiences:

- What are some questions you might need to ask that would help you discover more about their leisure activities?

- Marketing materials and your target audience. Although more difficult than discovering people's likes and dislikes, knowing the personality or intellect style of your main client (audience) will help you better formulate your marketing style ie: written communications. Personality and intellect styles are: how your customer talks, how they listen, how they read. There are basically four types: - task-oriented - analytical - intuitive – emotional. By tuning in to your customer's personality/intellect style you will be able to create engaging marketing materials that will speak directly to them. eg: someone who uses lots of adjectives and emotion in her stories will react better to written materials that lay out information in a detailed (ie: full of adjectives), story kind of way with an emotional impact. If she receives a very clinical piece full of industry jargon or scientific terms she will tune out—and the key pieces of information you need her to hear will fall on deaf ears. In short, she won't hear the right information that will make her want to spend her money! After developing your fine-tuned target audiences start looking at their individual personality and intellect styles for an even more precise picture.