



WHO IS YOUR TARGET AUDIENCE?



1. Create a customer profile – think of your ideal customer or client. Remember you may have more than 1 type of customer you want to reach. So make sure you class them separately to help you understand their needs and wants.

2. For each profile, think about them. What are their interests, what challenges them and what's their demographic? You want to try to understand their point of view and how you may capture their attention. By observing current clients of whom you want to attract more of, by reviewing existing analytics on social media platforms and by asking your network you will start to create a better picture of what customer profile you want to focus on.

Be specific.

Think about their age range, profession, education level, social & family life, personality traits, personal preferences.

3. Lastly, why would they choose you? Think about how you may fit into their personal goals, or help them with a task they find frustrating. What sets you apart in your business?



WHO IS YOUR TARGET AUDIENCE?

DEMOGRAPHIC

Age range, Gender,
Profession, Income,
Family size

GEOGRAPHIC

Location, Region,
Country, Climate

PSYCHOGRAPHIC

Lifestyle, Personality,
Values, Interests

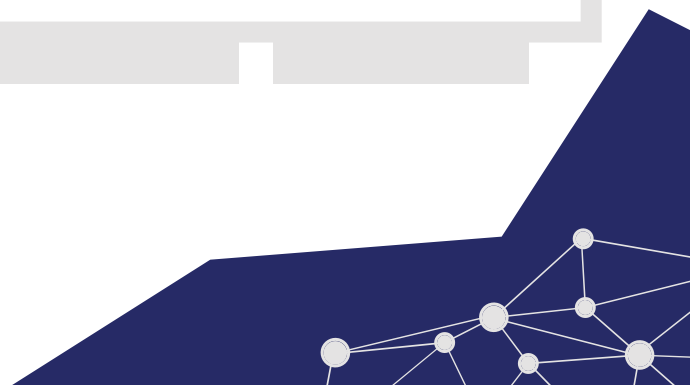
BEHAVIORAL

Brand loyalty, User
status, Occasion,
Benefits to sought,
Buyer readiness

CUSTOMER 1



CUSTOMER 2





HOW DO YOU REACH YOUR TARGET AUDIENCE?



Digital Marketing

PPC
(paid per click)

Google

YAHOO!

Bing

SEO



BUILDING DIGITAL CONFIDENCE

