

DETERMINING YOUR TARGET AUDIENCE

3 STEP CHECKLIST + WORKSHEET

As a small business owner, you know you need marketing for your business to be successful, but you don't always know where to start (or have loads of free time to do research). That's why we created this quick, 3 step checklist and additional worksheet. Whether you really are starting from square one or you'd just like to be doing better, we hope this information helps your marketing become more effective and, ultimately, increases your business.



ANSWER THIS QUESTION FIRST:

What value does my service or product offer?

Before you get to know and understand your audience, you want to be really clear on the value of what you offer.

Here are some examples: Experience or Unique Knowledge – Solve a Problem – Fulfill a Need.

TIP



Gather evidence of the value you provide – measure it, define it. This will offer the proof your audience needs.

Have existing customers or clients? Survey them! Ask what they love about your service or products.

TIP



Bonus Tip: Lose the ego! Never forget that this is all about your audience and their needs.



ANSWER THIS QUESTION SECOND:

Who is my ideal customer or client?

Demographics such as age, gender, income, interests, occupation, etc. are good, but be sure to include **personality** and **lifestyle**. Get specific! Also answer the question: **Why will this person see the value in my service or product?**

TIP



Remember this – no one identifies with everyone! You must drill down and choose a niche to market to.

Really get to know your audience ... Don't forget to research things that your ideal audience doesn't like.

TIP



Bonus Tip: Find out what motivates your audience. Get empathetic and put yourself in their shoes.

Psst ... need more research help? Try this free tool: <https://segmentationsolutions.nielsen.com/mybestsegments/>



ANSWER THIS QUESTION THIRD:

Where is my audience hanging out?

This can be physical area/locations, clubs/organizations, websites, social media channels, apps, email, etc. Using the research from the first 2 questions, start thinking of ways to genuinely connect with and reach your audience at each "location".

TIP



Technology plays a big part in reaching your audience! Be sure to stay on top of it.

Tailor your communications to the location or channel where the audience is.

TIP



Bonus Tip: While researching where your audience is, take some time to research your competition. Identify what sets you apart from them.

Don't forget to utilize the Worksheet.docx!

