

Target Audience



DETAILED GUIDE AND WORKBOOK

DAY
01

WHY SHOULD I CARE?

What is my target audience and why should I care?

A target audience is a group of people identified as being the **MOST LIKELY** customers of a business. We like to focus on the **path of least resistance, a.k.a: the people who can MOST benefit.**

Target audiences play off stereotypes and focus on groups that share similar demographic traits including, but not limited to:

Age, Gender, Location, Education, Socioeconomic status

Identifying your target audience as a business can help craft marketing strategies and define your core customers. Instead of spending money and resources trying to cater to **every consumer worldwide**, representing a target audience allows for more **intentional and personal outreach** to those most likely to purchase your product or service.

Once you have a **core target audience** you can look to expand to other markets and create a **profitable, scalable business.**





HOW WILL IT HELP YOUR BUSINESS?

Yeah, yeah we know. "Just do it and you'll make more money!" is all fun and great to say - but **how** will this **actually** help your business?



We've broken it down:



Content Creation: Have you ever sat there trying to make posts and scrolling through millions of photos, quotes, and general wording and felt overwhelmed? **You probably haven't properly defined your target audience if that is the case.** By knowing that **women from ages 25-30, that are generally active, living in New York with annual income over 70k** is your target audience you know how to **find photos**, and **quotes that relate to them and can focus on their typical pain points, as well as what excites them!**

Outreach: Are you reaching out to the whole world and just hoping something sticks with your customers? **STOP.** You're wasting your time and resources.

Intentional outreach, follow up, and email nurturing will make worlds of a difference. Think of **applying for a job** - some days you simply apply to everything and throw your resume around, or even worse let LinkedIn forward through your resume and mass produce these applications that lack **personal touch and authenticity.** How many do you actually hear back from?

**DAY
02**



HOW WILL IT HELP YOUR BUSINESS?

Now, think of that **big job you want**, or the job that can get you to your dream job. Think of how big a difference it makes to make a **personalized cover letter**, follow up with their HR team, maybe try to connect with the head of the department. **Suddenly, you get noticed**. You may not get the job, but you've been noticed, considered, and created interest. **This is what we want from our customers**. We want to take them from the top funnel of simple **brand awareness** and bring them into the **interest and consideration steps** where you can actually see sales.



Event Attendance/Collaborations: Who should you be around? And where should you be? Don't waste money working with the wrong people and going to the **wrong events**, find those that are in your target audience and **create formal ROIs** for your engagements with others - this will elevate your business plan and marketing strategy.



**DAY
02**

TARGET MARKET VS TARGET AUDIENCE

DAY 03

Once you understand what makes the **Target Market** and **Target audience** different it can be summed up in a sentence or two, but that wouldn't do much justice for you if you needed to apply it.

Breaking down these two terms will allow you to later apply them in the worksheet where we'll ask you to **identify your Target Market and Audience profiles**.

Defining your Target Market affects every decision your brand makes in marketing and even in business. It helps you understand **how your products and services benefit users** and which approaches work best in attracting them. It helps shape the steps of your sales and marketing efforts and **what kind of growth** your brand should have.



HERE ARE FIVE KEY DIFFERENCES:

1. **Scope:** Target market refers to the overall group of potential customers that a business is trying to reach, while target audience is a more specific group within the target market that the business is trying to communicate with.
2. **Size:** Target market can be quite broad and include a large number of people, while target audience tends to be narrower and include a smaller subset of the target market.
3. **Focus:** Target market is more focused on the demographic, geographic, and psychographic characteristics of potential customers, while target audience is also focused on their interests, behaviors, and preferences.
4. **Communication:** Target audience is the group that a business is trying to communicate with directly, while the target market is a more general group that the business may not necessarily have direct communication with.
5. **Purpose:** The purpose of defining a target market is to identify the overall market opportunity for a product or service, while the purpose of identifying a target audience is to create more effective marketing messages and communication strategies that will resonate with that specific group of people.



TARGET MARKET VS TARGET AUDIENCE

Identifying your Target Market is an essential aspect of **developing a successful marketing strategy for your business.**

HERE ARE SOME REASONS WHY IT'S IMPORTANT:

1. **Understanding Customer Needs:** Identifying your target market allows you to understand the needs and preferences of your customers better. By knowing your customers' preferences, you can develop products or services that will meet their specific needs, thus increasing the chances of sales and customer loyalty.
2. **Resource Optimization:** When you understand your target market, you can allocate your resources more effectively. You can focus your marketing efforts and resources on the specific segments of the market that are most likely to purchase your products or services.
3. **Better Communication:** Knowing your target market allows you to develop marketing messages and campaigns that will resonate with your customers. By tailoring your marketing messages to your target market, you increase the chances of your message being well received and acted upon.
4. **Competitive Advantage:** Identifying your target market can give you a competitive advantage over your competitors. By focusing on a specific segment of the market, you can develop products, services, and marketing messages that set you apart from your competition, making your business more attractive to your target customers.
5. **Increased Revenue:** Finally, identifying your target market can lead to increased revenue. By understanding the needs and preferences of your customers, you can develop and market products that are more likely to be purchased, leading to increased sales and revenue for your business.

EXAMPLE:

For example, a children's toy may have **boys ages 9–11** as the Target Market and the **boys' parents** as the Target Audience. It may also be defined as the **consumer segment most likely to be influenced** by an advertising campaign.



**DAY
03**



TYPES OF TARGET AUDIENCE

DAY 04

Breakdown your **target audience** is easy once you know the questions to ask!

Before we get into the full worksheet it's important to understand what **traits** are going to be important for your **target market and audience**.

Jump into the worksheet on TRAITS OF YOUR TARGET AUDIENCE and start by putting a ☆ Star next to the traits you think will be important to know for your audience.

For example, if you sell **children's toys** - **women having children is an important family status demographic trait for you**, but it may not be as relevant for someone selling women's make-up.



Make sure you really **understand** what each of the traits means and which are important to you before going to **IDENTIFYING YOUR TARGET AUDIENCE**.

IDENTIFYING YOUR TARGET AUDIENCE

Now that you've identified which traits are important in your target market to your target audience it's time to do the **deep dive**. The next worksheet will really help you ask the **hard questions** and find your **target audience**!

Get excited! This is what you've been working towards.

Now, things to remember before getting started.

- **BE SPECIFIC** (It's so easy to not want to **exclude** people from your target audience as you want to sell to **everyone** but that will only make your content messy and lack direction.)
- **FIND THE PATH OF LEAST RESISTANCE** - think of the person who needs the **least convincing** to buy your product or service. Whom was this made for? Who will benefit the most? Keep this in mind as your **true focus while going through the steps**.



DAY 05



HOW TO FORM YOUR AUDIENCE PROFILES

DAY 06

Creating **audience profiles** can help you create **better content**, which in turn can help you **achieve your business goals**. Audience profiles go deeper than the typical **Ideal Customer Profile (ICP)**, primarily covering demographics such as location, age, and gender. It contains **in-depth information** on buyer **behavior, attitudes and interests**.



By **understanding your audience profile**, you'll know what you can do to encourage them to become customers and the types of people who are most likely to **behave like your existing customers**. As you take a closer look at these audiences, you'll start to see patterns of behavior that drive them to your website and to buy from you. You build your audience profile by **looking for customer behavior** in your research.



Creating an audience profile is a great way to ensure that the content you create is **relevant and helpful to your audience**. By taking the time to understand your audience and their needs, you can create content that resonates with them and helps you achieve your business goals.

Additionally, taking the time to create audience profiles can help you better understand who your ideal customers are and what types of content resonate with them. All in all, taking the time to create a comprehensive audience profile can help you create a better marketing plan.



HOW TO FORM YOUR AUDIENCE PROFILES

DAY 06

To form your target audience, you need to dive deep into their behavior, preferences, and needs.

Here are some steps to help you define your audience profiles:

Baseline demographics: age, gender, and income. You can also include educational information and geographic location.

Modes of audience communication: Do they actively use social media? Do they prefer to communicate via email, text message, web chat, or phone?

Common challenges they face: which is why they're looking for your product.

Your target audience goals: Do they want to be healthier? Are they looking for products that let them express their personalities, even on the trail? How do they arrive at decisions? Do they research purchases extensively, or are they more impulsive? What time of year do they typically buy big-ticket items? What will trigger them to buy from you?

Conduct surveys: Create and distribute surveys to your target audience. Ask questions about their preferences, behavior, and needs. Use this data to gain insights into their motivations and decision-making processes.

Use social media analytics: Social media platforms offer a wealth of information about your target audience. Use analytics tools to track their engagement with your brand, including likes, shares, comments, and click-through rates.

Conduct focus groups: Host focus groups to gather qualitative data about your target audience. Ask questions about their attitudes, opinions, and experiences. Use this information to gain a deeper understanding of their needs and preferences.

Analyze customer data: Use customer data to gain insights into your target audience's behavior. Look at purchasing patterns, online behavior, and social media activity to better understand their needs and preferences.

By following these steps, you can form audience profiles and develop a strategy that effectively engages and resonates with them.



WHO IS YOUR AUDIENCE NOW

**DAY
07**

So, now that you know exactly who you want to be around - time to find out who you have around right now.

If your business or personal account has already been running for a while it's time to jump into analytics on Instagram, Facebook and any other social platforms you're focusing on. If you're ahead of the game and have a website already it will also be good to look at your site analytics. Before we jump into this more it is important to make sure you have tracking set up for all your accounts. Personal accounts on IG can not get analytics the same way a business or creator account can, same as Facebook business pages versus personal pages - businesses will always have more analytics tracking. Lastly, if you have a website you need to have analytics built into your platform or else you are missing out on crucial information!

Once you have your analytics you want to be looking at your **AUDIENCE or DEMOGRAPHIC**. This is where you can find age, location, gender and some other information on the people looking at your profile. The goal with this is to **MAKE SURE THEY MATCH YOUR TARGET AUDIENCE** if they don't be sure to follow the steps above in making them happen or pick up some tips below.

Check out our decision flow to help make marketing decisions in line with your target audience.



Tips to correct your audience if you're not reaching the target audience.

- Create content that speaks to your target audience
- Research relevant keywords or hashtags for your target audience
- Join social groups or communities that have your AUDIENCE in it (not other people like you)
- Engage on posts for people with the pain points that your product or service solves
- Follow people that are your target audience and unfollow accounts that are doing the exact same thing as you *(separating your business and personal account is a good suggestion to achieve this)*
- **Keep watch for our future Content Creation and Branding booklets!**

**DAY
08**

you've got this!

Thank You!



THIS WORKBOOK WAS CREATED BY



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STARTEMUP

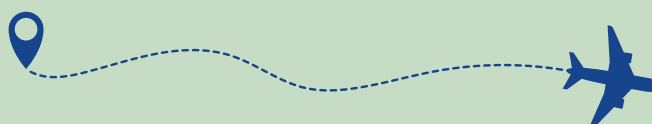


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Target Market vs Target Audience

Identifying the difference between your target market and your target audience is your first time in creating clear and specific Audience personas.

Creating audience personas is a great way to ensure that your messaging and content are relevant and helpful to your target audience. By taking the time to understand your audience and their needs, you can create content that speaks to them and helps you achieve your business goals. Additionally, taking the time to build audience personas can help you better understand who your ideal customer is and what they're looking for in your business.

1. What are you selling?	
2. What problem(s) are you solving?	
3. What are your unique selling points?	

EXAMPLE USER PERSONA

Who is your product for?

Who is your ideal customer? List characteristics that make them unique to your solution.

Who are your competitors?

What are they doing right? and wrong?

SWOT Analysis

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

- Develop a clear brand positioning statement outlining the benefits and value your product or service offers your target market.
- Create and distribute surveys to your target audience. Ask questions about their preferences, behavior, and needs.
- Host focus groups to gather qualitative data about your target audience.

Traits of your

Target Audiences

01

Geographic traits

- city/town
- region/state
- climate/seasons
- community structure
- rural or urban

02

Demographic traits

- age
- gender
- race / language
- income
- education
- occupation
- family status

03

Psychographic traits

- budget
- values and beliefs
- pain points
- attitude
- social and cultural beliefs
- personality

04

Behavior Traits

- hobbies
- habits
- spending tendencies
- event frequencies
- family or personal hobbies

05

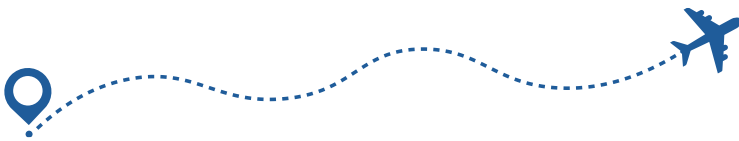
Online Activity

- Social activity
- Email frequency
- forums they follow
- sources they trust
- how often are the online



CREATING AUDIENCE PROFILES

TIME FOR ACTION!



Create an Empathy Map

Consider what your ideal user persona

SAYS, THINKS, DOES, FEELS

in order to create your **user personas!**

(what words do they use when speaking, how do they tell people about other things, what do they talk about, who do they endorse, what do they say they want?)

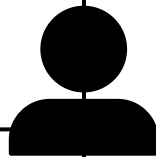
(How do they think about the world? How do they think about themselves? What do they think is good/bad for them? What do they think is hard/easy? What do they think of other people?)

Says

Thinks

Does

Feels



(Where do they go to check reviews, do they check for referrals, do they make small decisions or big ones, do they like to go in-store or online, do they postpone big decisions, do they do research and compare products)

(Do they easily feel fear, excitement, anxiety, inadequacy, overwhelmed, prepared, easily trusting?)

IDENTIFY YOUR 'PERFECT TARGET PERSONA'

Name them, give them a job, a personality - then go find them!

See out examples to help:

USER PERSONA 1



NAME Daniel Gallego

AGE 35

LOCATION Neil Tran

OCCUPATION Front-End Engineer

MARITAL STATUS	Married
KIDS	No
ANNUAL INCOME	\$90,000

MOTIVATION	To be more organised.
FRUSTRATION	Messy application navigation. Can't decide on the plan.
SOURCES OF INFO	Social media, newspapers, online news platforms, word of mouth.
ADDITIONAL.	Wants to accomplish many personal and professional goals by improving time management.

INTERESTS	Travelling, cooking, sports, reading books, psychology.
CHALLENGES	Can't find time for personal life. Has difficulty with staying connected with friends and family.
STEPS TAKES TO FIX THAT	Purchases the time management application.
GOALS	Easy to use product that helps with time management. To have more time. Wants to stay connected. Wants to accomplish many personal and professional goals by improving time management.

USER PERSONA 2



NAME Georgia Mindy

AGE 28

LOCATION Los Angeles

OCCUPATION Fitness Coach

MARITAL STATUS	Single
KIDS	No
ANNUAL INCOME	\$60.000

MOTIVATION	To be more organised.
FRUSTRATION	Messy application navigation. Can't decide on the plan.
SOURCES OF INFO	Social media, newspapers, online news platforms, word of mouth.
ADDITIONAL.	Wants to accomplish many personal and professional goals by improving time management.

INTERESTS	Travelling, cooking, sports, reading books, psychology.
CHALLENGES	Can't find time for personal life. Has difficulty with staying connected with friends and family.
STEPS TAKES TO FIX THAT	Purchases the time management application.
GOALS	Easy to use product that helps with time management. To have more time. Wants to stay connected. Wants to accomplish many personal and professional goals by improving time management.

Now your turn!



USER PERSONA 1



NAME

AGE

LOCATION

OCCUPATION

MARITAL STATUS	
KIDS	
ANNUAL INCOME	

MOTIVATION	
FRUSTRATION	
SOURCES OF INFO	
ADDITIONAL.	

INTERESTS	
CHALLENGES	
STEPS TAKES TO FIX THAT	
GOALS	

USER PERSONA 2



NAME

AGE

LOCATION

OCCUPATION

MARITAL STATUS	
KIDS	
ANNUAL INCOME	

MOTIVATION	
FRUSTRATION	
SOURCES OF INFO	
ADDITIONAL.	

INTERESTS	
CHALLENGES	
STEPS TAKES TO FIX THAT	
GOALS	

ANALYSIS

MY FINDING



ADDITIONAL NOTES

AM I REACHING MY TARGET AUDIENCE?

Does my existing analytics show the same age group as my target audience?

YES

Is the dominant location match where my products/services are sold?

YES

Great! Sounds like I'm on the right track!

NO

Am I reaching the dominant gender of my target audience?
Try to use your audience to get referrals to the right location!

NO

Am I currently reaching the same location as my target audience?

YES

Can I use the age group i'm reaching to bring in referrals to reach my target audience?

NO

TIME FOR A REFRESH!
Take a look at who you're following, who you're engaging with and change it all up!

GET OUT THERE AND MAKE SOME MAGIC HAPPEN!

