



# HOW TO DEFINE YOUR TARGET AUDIENCE





**“If people like you they will listen  
to you, but if they trust you,  
they’ll do business with you.”**

Zig Ziglar



A target audience is defined by a specific group of consumers with similar traits such as age, gender, education, purchasing power, social class, location, goals, interests, consumption habits, and problems.

## 4 Benefits to Defining Your Audience

## **Benefit 1**

Create more effective ads by targeting only those individuals, or groups, who are searching for your product or service.

## **Benefit 2**

Set the tone for your marketing messaging, and speak directly to your customers. Learn where your customer hang out, both online and offline, so you know where you'll need to go to prospect new leads.

## **Benefit 3**

Spend less money marketing to a smaller refined group.

#### **Benefit 4**

Remain true to your core values by finding the people who share your beliefs.

## Notes:

# Identify Your Target Audience

Identify your audience to understand how your brand can speak to them and solve their unique problems and concerns.

	PERSONA 1	PERSONA 2	PERSONA 3
<b>Name</b> Provide a unique name for each persona.			
<b>Age</b>			
<b>Gender</b>			
<b>Relationship Status</b>			
<b>Location</b>			
<b>Occupation</b>			
<b>Income</b>			
<b>Homeowner or Renter</b>			
<b>Number of Children</b>			
<b>Education</b> High school, trade school, college, etc.			
<b>Transportation</b> What vehicle type do they own?			
<b>Clothing Style</b> Business professional, business casual, casual, etc.			
<b>Favorite Drink</b>			
<b>Favorite Music</b>			
<b>Favorite TV Shows</b>			
<b>Favorite Movies</b>			
<b>Favorite Books</b>			
<b>Interests &amp; Hobbies</b>			
<b>Websites &amp; News</b> Which websites and news outlets do they visit?			

<b>Social Media</b> Facebook, Instagram, Linkedin, etc.			
<b>Pain Points</b> What obstacles and challenges to they face?			
<b>Wants &amp; Needs</b> What are they searching for? How do they want to be perceived?			
<b>What do they hate?</b>			
<b>How would they hear about your brand?</b>			
<b>How do they think your product or service will solve their problems?</b>			
<b>What might make them hesitant to use your product or service?</b>			

# Consumer Characterization

SEGMENT	DESCRIPTION	BRAND CHOICE	COMMUNICATION	%
<b>The Resigned</b>	Predominantly an older demographic. They have built up their value system over time, making them rigid, strict and authoritarian. Personally oriented to the past, they value survival, respect institutions and play traditional roles within society.	Brands centered on safety, economy, familiarity and expert opinion.	Nostalgia focusing on simple messages.	10%
<b>The Struggler</b>	Living in the moment with little consideration of the future. With often limited resources and capabilities they are often perceived as disorganized and aimless. Relying on their physical skills they find achievement difficult, and are often alienated from mainstream society.	Brands offering sensation and escape.	Visual impact.	8%
<b>The Mainstreamer</b>	Tend to be conventional, conformist, passive and risk-averse, living in the everyday world of domesticity. They focus their choices on the family rather than the individual. Represent the majority view.	Well-known and value oriented brands.	Emotionally warm, secure and reassuring.	30%
<b>The Aspirer</b>	Tend to be younger, materialistic and acquisitive. Concerned with status, material possessions, appearance, image and fashion, they are driven by others' perception of them rather than their own values.	Trendy, fun and unique brands.	Status.	13%
<b>The Succeeder</b>	Self-confident and accomplished, they are organized and in control. They have a strong work ethic, and tend to occupy positions of responsibility in society. Goals and leadership are high on their agenda. They will seek out the best as they believe they deserve it.	Brands offering prestige and reward and brands that promise to pamper and relax.	Evidence the support brand claims.	16%
<b>The Explorer</b>	Characterized by a desire to challenge themselves and find new frontiers. Driven by a need to discover. Young at heart, they are often the first to try out new ideas and experiences.	Brands offering new sensations, indulgence and instant effects.	Difference and discovery.	9%
<b>The Reformer</b>	Focused on enlightenment, personal growth and freedom of thought. Intellectually driven, they pride themselves on their social awareness and tolerance.	Brands offering authenticity and harmony.	Concepts and ideas.	14%

Cross Cultural Consumer Characterization by Young and Rubicam

# 10 Ways to Connect With Your Target Audience

## 1 Discover Who They Are

The first step is to collect some basic information about the people who your products or services are intended for.

Whether you are just starting product development, or you've been in a business a while, you should have a decent idea of who that is.

Look for demographics like their Age, Gender, Location, and Income.

Your warm audience are the customers who have already purchased from you. These people should be included in your target audience because they are more likely to buy from you again.

Also, pay close attention to who is purchasing your competitors' products.

## 2 Find Out Where They Are

People are constantly searching for and consuming information, both online and offline. This could be on social media, youtube channels, facebook groups, blogs, local organizations, public gatherings, festivals, etc.

Once you have located your audience, communicate to them in their language, so they know you are part of their tribe.

## 3 Determine Their Needs and Desires

Now that you know who your people are, and where to find them, start investigating their wants, needs, goals, and desires. When you know what your customer wants it will make prospecting and marketing to them much easier.

## 4 Solve Their Problems

In addition to learning what your audience needs, you'll also want to determine their problems and daily pain points. Put yourself in their shoes. If your product solves these problems, then they are your target demographic.

## 5 Consider Their Negative Experiences

You not only want to learn what your audience loves, but also what they hate. This is powerful information. If you know what your potential customer considers negative, then you have a better chance of captivating them, and gaining their approval.

## 6 Gain Their Trust

The reputation of your brand is one of the most important factors in building brand equity, and retaining loyal customers. No one purchases a product or service from a company they don't know or trust. To gain the trust of your audience, be sure you are always keeping your promise to the consumer, be authentic, and never waver from your core values.

## 7 Use Social Media

Utilize the constant on-demand social media channels to connect with your followers. Ask engaging questions, and interact with them on a daily basis through Q&A's, free giveaways, and special offers. Create a safe and collaborative environment where they can actively participate and communicate with your brand

## 8 Speak to Them Often and Ask Questions

Talk to your customers and gather data about their experience with your brand. Encourage them to be open and honest. When your customers feel like their opinion matters, and you are willing to do whatever it takes to make them happy, you will form a lasting emotional connection with them.

## 9 Don't Make Assumptions

Successful marketing campaigns are not created based on what you think. They become successful when they are built around the particular wants and desires of your target audience. Don't assume you know what they need, or what their problems are. Take all the data you have gathered, and use it.

## 10 Refine the audience

Finding your target audience is not a one time thing. The marketplace is constantly changing, trends come and go, and peoples opinions and perceptions are always evolving. It's inevitable that you will need to refine and adjust your audience based on several factors that are out of your control. Your data will show you whether you are still engaging with your audience, or if one particular demographic has lost interest.

## Notes:



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