



Target Audience

Task 1

With looking at defining your target audience, this is important as this is the bit you need to get right for the rest of your marketing to work. If you're going to spend more time anywhere, then spend more time on doing this target audience module.

Download the '**Target Audience Worksheet 1**'

- on the first column I would like you to write down all the different products or services you offer
- then in the column next to it I would like you to write next to each product and service who needs to know about that product or service.

When you're going through you might think '**that's the same as the other one?** there might be one or two products/services you have that will be different that different customers will buy or a slightly different service to another one.

To give you a couple of examples from myself:

- Marketing Health Check - start-up businesses or established businesses who are small SME's.
- One2One Consultations - small businesses who want specific advice on certain areas of marketing.
- Marketing Strategy Workshop - small/medium businesses or a Marketing person in a bigger business.
- Marketing Masterclass - small/medium businesses. They could be start-ups or established.
- Marketing Start-Up Packages - small/medium businesses that are starting up.
- Monthly Marketing Packages - small/medium businesses that want that ongoing support and accountability.
- Exhibition guide / Exhibition health check – small/medium B2B (Business to Business)
- Adhoc Marketing Activities - these are for again SME's who are time poor or knowledge poor.
- Press Releases - new businesses or smaller businesses who are launching a new product.



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Once you have done that for your business, you might see that some certain audiences and groups are standing out.

From mine I have:

- small start-up businesses
- small established businesses
- medium-sized businesses that have no marketing person in their business
- small businesses who start from a hobby
- small businesses who start-up and want to grow fast
- SME's who are B2B

I have seven different groups which are quite a lot, they are all very similar but will be at different stages within their business journey. You might only have 3 or 4 which is fine, but if you have got as many like me, then you need to start thinking about which ones you want to start prioritising and which ones you want to spend more time on targeting first. Which ones are going to give you more money or more business?

I could then go even further and split these into industry types, for example, hair and beauty salons, health and well being, hospitality and catering, accountants, wedding industry, virtual assistants etc.

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Just to recap this activity:

- Write a list of your products
- Then next to your products write a list of the people who are likely to buy or be interested in those particular products
- You might even want to look at your existing customers and see if there is a certain type of person that has brought a specific service

**LOOK AT WHO
YOUR EXISTING
CUSTOMERS ARE**

THE MORE TARGETED YOU GO, THE MORE YOU CAN IMPROVE
ON HOW YOU CAN TALK TO THAT TARGET AUDIENCE GROUP



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Task 2

Now you have your target audience groups we can delve deeper into more about them. This task may take a little more time, and you may want to ask your valued customers some questions to help you with your research.

Below is a list of different area's about your target audience group, download the '**Target Audience Worksheet 2**' template and start completing the questions for each of your target audience groups:

- Demographics
- Interests related to your business
- Interests Non Business related
- Attitudes, Beliefs, Hopes and Dreams
- Needs and Motivations
- Problems / Pain Points / Challenges
- Where do they spend their time (offline)
- Where do they spend their time (online)

**IF YOU TAKE AWAY
ANYTHING FROM THIS
MODULE REMEMBER**

**'IF YOUR MARKET TO
EVERYONE YOU GET NO ONE'**

Task 3

Once you have completed this you can then download '**Target Audience Worksheet 3**' template and start completing the customer persona profile for the main target audience you would like to concentrate on for the next three months.

A customer persona is a fictional character who is basically your ideal customer, using all the information you have gathered in task 2, you can create a customer persona. This will help you to focus on your customer and what they want/need, what their problems/pains, dreams/aspirations are etc.. rather than your own. You can keep referring back to this customer persona when you are creating content to remind yourself to talk to your customer persona as a real person.

Have a go at creating your customer persona and share within the Facebook group. I can then provide you comments and so can the other Master Your Marketing Members.