

UNDERSTANDING YOUR TARGET AUDIENCE FOR MARKETING

To get an understanding of your target audience, it is useful to complete 3 - 5 personas (or what the millennials call avatars).

Then you can get an understanding and feel of who you are marketing to when you are doing your social media posts. It helps inform the language you use and the informal, conversational references you might like to make (ie. to hobbies, activities) to give your posts more colour.

GENERAL PERSONA TEMPLATE

Buyers Name

A small paragraph explaining how the person learnt about you, and why they chose to join your organisation/activities.

1. DEMOGRAPHICS

Age

Occupation

Location

Gender

Education

2. HOBBIES AND INTERESTS

What do they enjoy doing in their free time?

How/where do they spend their holidays?

What do they want to know more about?

What are some of their hobbies?

Other notable lifestyle factors

3. GOALS

What are their professional goals?

What are their hobby-related goals (eg.bike ride across France)?

4. COMMUNICATION CHANNELS

What social media do they use?

How often are they on their phone/and when?

How often are they on their computer/and when?

Do they prefer emails, calls or texts?

Which newspapers and blogs do they read, and which radio do they listen to?