

NEW

**THE MASTER FRAMEWORK:  
DEVELOP A STRONG  
BOND BETWEEN YOUR  
BRAND AND YOUR  
TARGET AUDIENCE**

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I dive in straight, no time for pleasantries.

If your brand is going to make an impact in the market, you can't neglect approaching strategically

There are thousands of competitors battling for the same customers you are, it has become a known knowledge that creating a stronger bond between your customers and your brand is the best approach to magnet multiple new customers and get them to remain loyal to your brand

What better way is there to create a bond with any individual or your target audience than by first deeply and intimately knowing them

Now it's important you know that I am not talking about what they call audience research, you've probably heard about that before, audience research is too vague to depend on

Some business owners think they already know their customers from the vague informations they've collected about them, their gender, age and maybe location. This is just wrong because with these only information there's no way you are resonating with them not to talk about creating that bond

*Think of how much you know your best friend, that's how much you should know your target audience, it's that important because understanding your target audience changes the game, it totally changes the game*

It helps to craft your core messaging that speaks solely to them, they will feel like your brand understands them more and they'll engage with your brand more because you understand their deeper desires

## **So How Do You Know Their Deeper Desires?**

It is a known fact that people make decisions first emotionally then back it up with logical reason

If you want to be able to influence your target audience's emotion and get them to engage with you, you have to understand their emotions from these very necessary stations

## **Questions To Deeply Understand Your Target Audience**

### **1. Where do they congregate?**

You are targeting a group of people with similar interests right? Definitely there's somewhere they congregate or hangout, including offline and online. Be very detailed about this, the more you are, the better it gets

For example, Don't just say; They attend wedding on Saturday, that won't do

Say; They attend the best wedding in Maitama (location) with their close friends on Saturdays

Don't just say: They follow health pages online

Say; They follow HealthLine on Instagram and WHO on Twitter

Don't just say: They attend events

Say: They attend events like TEDex, Nigeria Entrepreneur Awards, specific conferences and seminars

Get even more details as much as possible because, knowing exactly where they congregate gains you the upper hand of knowing where to advertise, even programs that you could incorporate into your brand.

## **2 What is their biggest frustration and challenge?**

Truly understanding their major frustration and challenges is one of the most important information that'll lead you to resonating with your target audience.

Replicate their emotional state at the point of their frustration.

What they are doing that is just not working out.

For example: (For Beauty Brands)

- My skin care isn't working out, I don't know what to do
- I'm tired of this pimple and acne
- It's so difficult to find genuine organic products these days

Whatever their frustration and challenge is around what you do

Another example (For Real Estate Companies):

- I just can't find a location with proximity to essential spots
- Finding a reliable real estate company is so tasking

You get the point right? Find their frustrations and further link it to how they feel - could be sadness, resentment, anger, hope and desire for a better situation

Knowing these and reflecting them in your core messaging will strongly resonate with them.

### **3. What is their Hopes and Desires?**

This is another very vital one you shouldn't go easy on. When you know your target audience's hopes and desires (in relation to what your company does) you'll be able to understand where they want to be in their journey and then you'll portray yourself as their taxi to get to their desired destination.

With the use of your messaging and your visual elements you'll portray yourself as their bridge to get from their Challenges and Frustration into their Hopes and Desires

For this to be very effective, you must understand how these makes them feel

For example:

- It'll feel so good if I can find at least one seller of ethically sourced herbal products
- I wish my Facebook ads could make more sales
- I wish I can find a dress that makes me appear more confident and classy

★ **Build your brand to align with how they will feel after achieving their desires**

### **4. Lifestyle, Language & Vernaculars**

You might have thought that was the last the last point was the end of it, but no, we are meant to suck all the juice out of the orange.

There's no better way to resonating with your target audience than totally understanding them

You just can't bypass this, their language and vernaculars, there are specific niche terms your set of target audience are found of using

The exact phrases, terminologies they use and speaking of their Hopes, Desires, Frustration and Challenges

You should know them and when you use them in your messaging, well, you guessed that right

Their lifestyles, what do they love? what makes them happy? outside your sector what other brands do they interact and connect with?

*There is never too much to know about your target audience, the more you know about them, is the more you can use your knowledge about them to make them resonate. A brand that does this well is MTNNG, you can study their social media and other touch points*

This is strategy, I must say you shouldn't engage this haphazardly. This is Branding you have to engage it with your whole mindfulness.

Answers to some of these questions may be difficult for you to come up with, that is why you can always create online questionnaires for your current customers to answer

And when you combine their responses you will get a direction to follow

★ After you have compiled all of these, transition and use them in various touch points, or I could also say align your various touch points to fit into a brand perceived to achieve things for your target audience based on these information

A brand positioned to be their problem solver  
A brand that deeply knows and understands them  
A brand that knows and offers exactly what they want

Here at the various touch point of your business you need to make sure this has an effect on

By the way, touch points are the various points your audience engages with your brand

So here are some touch points:

Website

Social Media

Printed Collaterals

Packaging

Emails

Blog Post

Carousel Posts

Video Content

Podcasts

Discovery Calls

Point Of Sales

Check Out

and every other touch points that your business users to interact with your audience

Your touch points at the exact building brick of your brand

★ The informations you got in about your target audience should help you define how they should feel about your brand, how they should perceive your brand in a way that is profitable to your brand.

Utilize your touch points to give customers a cohesive brand experience.

I do very much hope that you mindfully engage in what I have handed to you exactly how you are supposed to.

To book a strategy call with us or if you'd like Mr Paul to directly be involve in helping you to define your Target audience, click through this link [wa.me/2348140512487](https://wa.me/2348140512487)

