



# How to Define Your Target Audience



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# Who is your target audience?

Use the template below to determine your target audience.

## Name of target audience

## Need of target audience

## Demographics

Age \_\_\_\_\_ Gender \_\_\_\_\_ Household income \_\_\_\_\_

Education or occupation \_\_\_\_\_ Location \_\_\_\_\_

## Interests

## Behaviors

## Identify your target audience

If you're going to market to an audience, you'll need to know who's in that audience. Recent Pew Research data indicates that millennials have comparably different lifestyles than Baby Boomers<sup>1</sup> and use technology in their daily lives differently than older generations such as Gen Xers<sup>2</sup>.

With different audience needs and expectations, think about how you can market specifically to each audience. A target audience can help focus marketing efforts on the people most likely to be interested in what a business has to offer. In this reading, we'll cover how to identify your target audience, types of audiences and free tools you can use.

<sup>1</sup> Barroso, Amanda. Pew Research Center, 2020.

<sup>2</sup> Vogels, Emily. Pew Research Center, 2019.





## Types of target audience

It's possible for a company to have more than one target audience.



### Primary target audience

Your primary target audience will typically get most of your attention, since you expect them to become your most valuable group of customers.



### Secondary target audience

Your secondary target audiences are other groups of people with common characteristics who may be interested in your products or services, but who are unlikely to become your most valuable customers. Secondary target audiences can help you structure your marketing efforts: especially if you sell more than one product or service. They're also useful to test with if you feel your products or services may appeal to distinctly different groups of people.



# Get started with these easy tips

To start identifying your target audience, you should follow these three tips:

## 1. Examine your existing social media audience

Take a quick look at the people who follow and interact with your brand on social media. Use the following questions to narrow down your target audience.

- Age: How old is your audience? What stage of life are they in? Does your audience include college students? Recently married couples? Retirees?
- Location: Where does your audience live?
- Interests: What other interests does your existing social media audience have? How do their interests relate to your product?

## 2. Understand what your audience wants from your social media channels

Does your audience use your social media for customer service questions? Do they use it to learn more about your product? You can even poll them directly to better understand their preferences. Once you examine the ways your audience interacts with your posts, you can tailor your social media strategy to match that.

## 3. Monitor trends

Have you noticed your audience talks about specific things, whether they're products related to yours or not? Do they use specific hashtags when they talk? You should keep track of things your audience likes.

Monitoring trends can be as simple as tracking keywords and hashtags. If your customers use the same phrasings, do regular searches on those phrases to see where your brand fits into the big picture for them. You should search relevant hashtags on Twitter and Instagram in particular, because people often organize conversations around them. This way, you can keep track of what people are posting and what they're interested in.




# What to do when you know your target audience

Once you've identified your target audience, here's three ways you can use that information:

1. You can tailor your marketing strategy to reach the people most likely to take the desired action you want them to.
2. You can create ads that target your audience specifically, based on age, gender, location, or other demographic information
3. You can use the information you have to continue honing and refining your message for your audience, to match your mission with your message.

There are also free tools available to help you identify your target audience. Let's take a look in this next section.



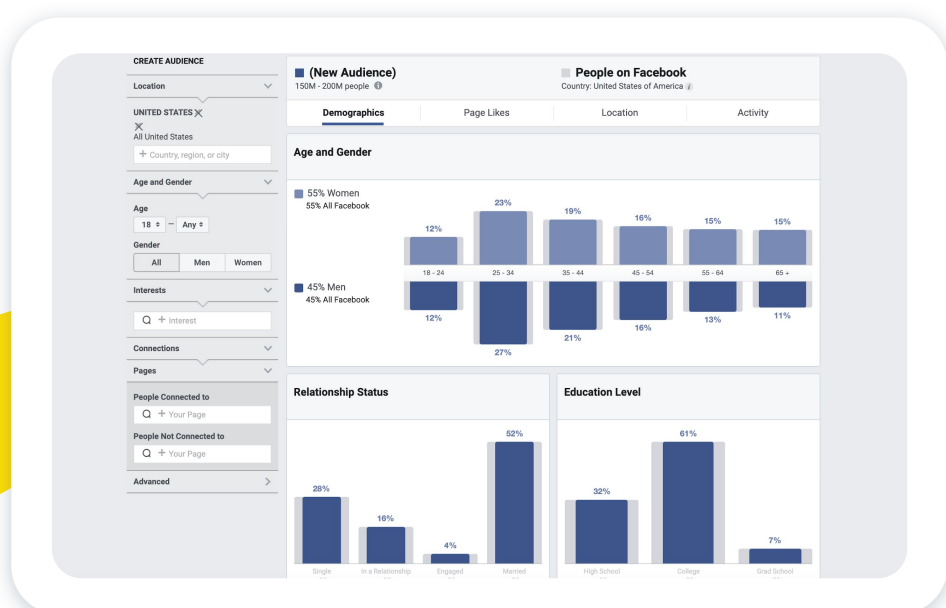
# Research tools to identify your target audience

## Meta Business Suite Insights

Meta Business Suite Insights will be the most powerful tool you use to identify your target audience, because Facebook is likely to be your single largest point-of-contact for online customers. Meta owns WhatsApp and Instagram, so Business Suite Insights will include data from those apps too.

You can use Meta Business Suite Insights to identify your customers by age, gender, lifestyle, education, relationship status, job role, household size, gender, location, page likes, or customers prior purchase activity.

Using Meta Business Suite Insights, you can determine who's interacting with your page. It'll help you narrow down your target audience by giving you immediate feedback, like page views, link clicks, purchases, and more, when you test different marketing strategies.



Source: <http://facebook.com/ads/audience-insights>

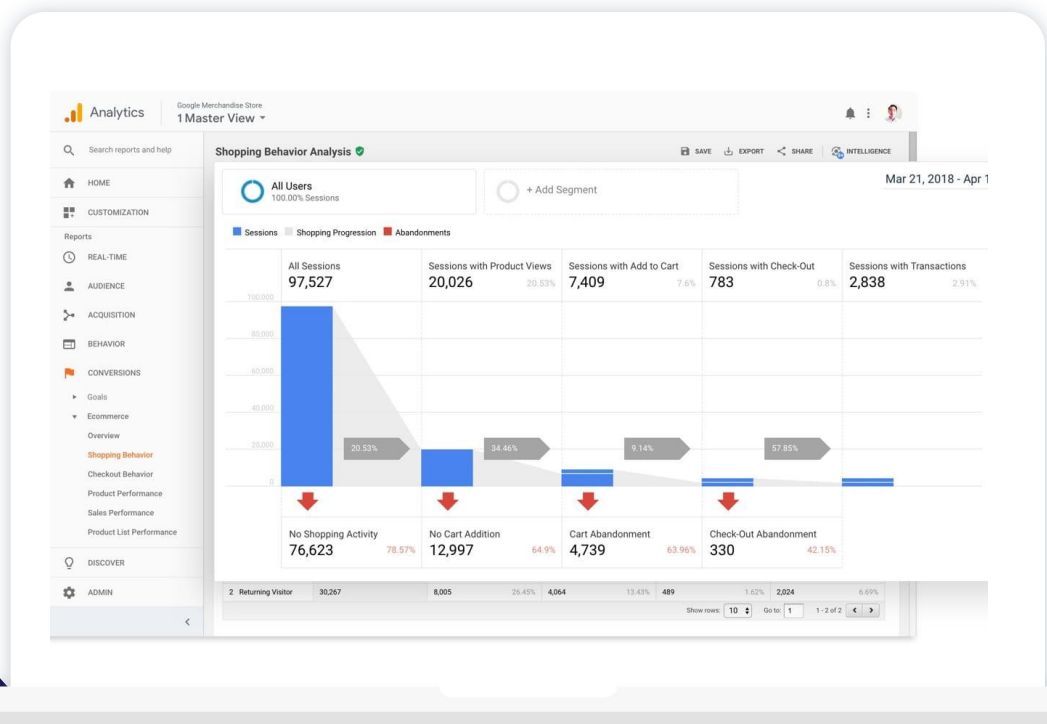


# Google Analytics

Google Analytics uses Google's platform to tell you what your customers are doing on the web. Using a Google Analytics Business Account, you can:

- Compare your social media accounts by traffic
- Compare which social media accounts drive the highest results and conversions
- Identify what pages your audience is coming to your page from

Google Analytics is also an excellent tool for learning how people are interacting with your business. You can use Google Analytics to determine conversion rates, or the percentage of users who take the action your page prompts them to (push a button, purchase an item, etc.).



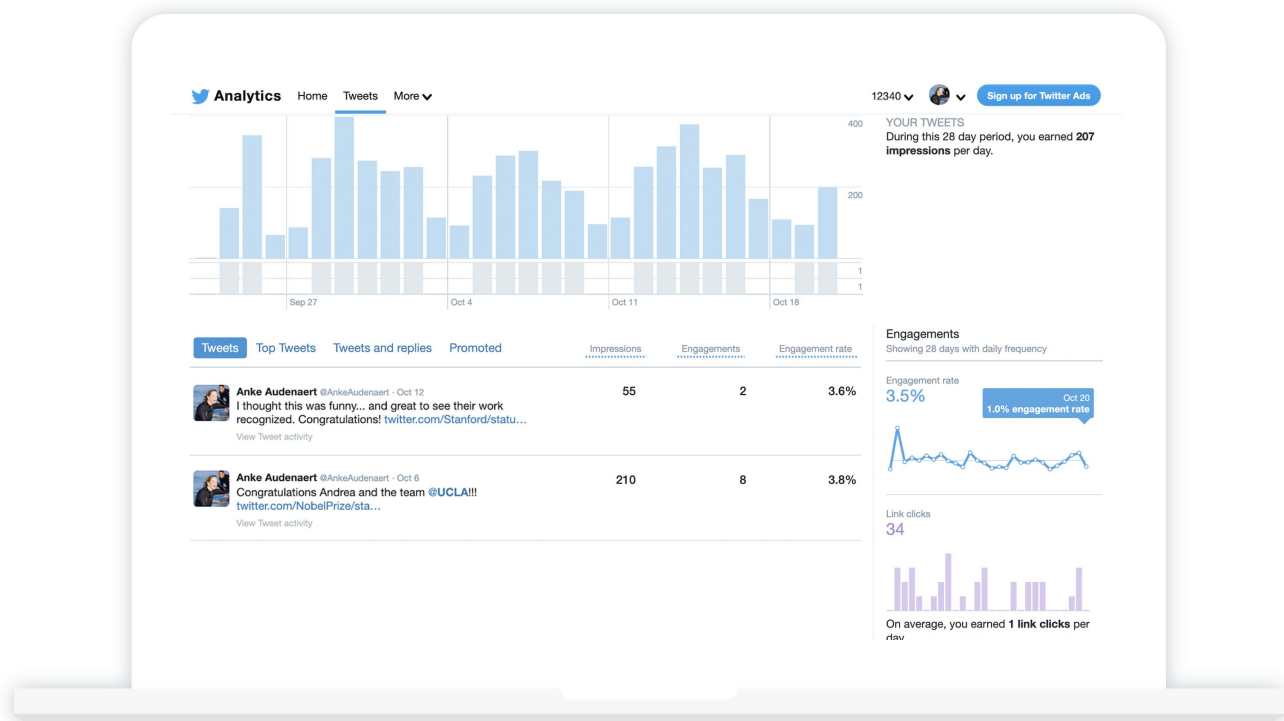
Source: <https://marketingplatform.google.com/about/analytics/>

# Twitter Business Analytics

Twitter is one of the fastest-moving social media sites, and is often a predictor of what will trend later on other platforms. [Twitter Business Analytics](#) can tell you:

- Your followers' interests
- The devices they use
- Their online posting behavior
- What keywords they search

Twitter Business Analytics can help you narrow down your audience by providing you with trends to follow and keywords you can monitor.



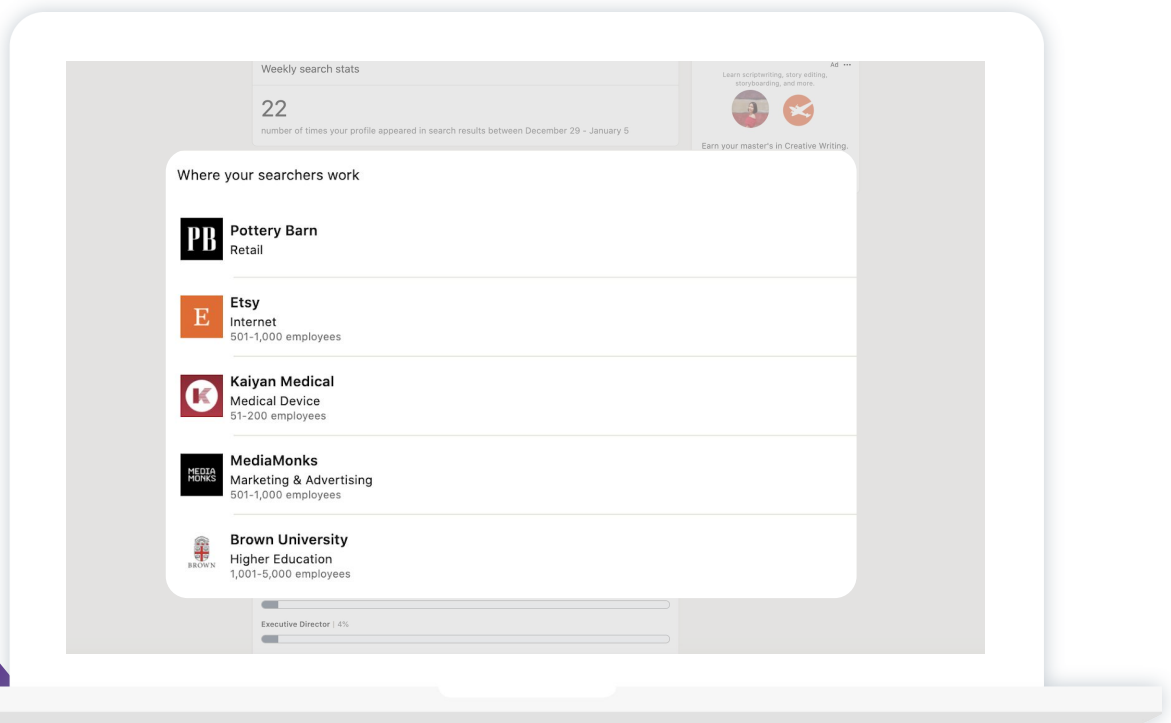
# LinkedIn Audience Insights

LinkedIn is the primary platform for business-to-business marketing, comprising at least 50 percent of B2B transactions in 2019. As such, LinkedIn Audience Insights is essential for tracking your business target audience and relations. LinkedIn Audience Insights can tell you:

- Who your B2B contacts interact with
- Their prior behavior
- Their geographic info

LinkedIn is unique because it tells you what industries people are interacting with your business from, in addition to their job titles and your shared connections. This makes it an excellent network from which to hire people and expand your team, too. You can search for people by industry, job title, or skill, and receive a list of people with whom you may have connections.

LinkedIn Audience Insights also helps you narrow down your target audience by letting you customize them with very precise targeting tools. These tools are specifically for advertising, and are great for letting people know about open positions at your company or any B2B products you might offer.



# Source

Parker, K., Barroso, A., & Bennett, J. (2020).

*How Millennials Approach Family Life.*

<https://www.pewsocialtrends.org/2020/05/27/as-millennials-near-40-theyre-approaching-family-life-differently-than-previous-generations/>

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*technology use, but older generations also embrace digital*

*life.* <https://www.pewresearch.org/fact-tank/2019/09/09/us-generations-technology-use/>



aptly<sup>TM</sup>

[aptly.co](https://aptly.co)