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|  | Version 0.1  DATE 29nthDec-2023    Target Audience Profiling Plan  progressing  Presented by: danfold mosongo  cand.it |

# Target Audience Profiling Plan

This is a newly introduced company called CAND.IT on the summer of 2023.

And this here is a target audience profiling plan for the company.

Its being purely and sencerely being processed by Danfold. Looking forward to the

Success of it. So help me lord.

## Develop a plan

### Mission and goals



### Questions for consumers

|  |  |
| --- | --- |
| No. | Questions |
| 1 | Question for consumers no. 1  List questions that you can use in your target audience profile. |
| 2 | Question for consumers no. 2 |
| 3 | Question for consumers no. 3 |
| 4 | Question for consumers no. 4 |
| 5 | Question for consumers no. 5 |

### Audience and market

|  |  |
| --- | --- |
| No. | Audience and market |
| 1 | Audience and market no. 1  Identify who makes up your target audience and your market. |
| 2 | Audience and market no. 2 |
| 3 | Audience and market no. 3 |
| 4 | Audience and market no. 4 |
| 5 | Audience and market no. 5 |

### QUESTIONS TO NARROW DOWN YOUR TARGET AUDIENCE

|  |  |
| --- | --- |
| No. | Audience and market |
| 1 | Questions to narrow down target audience no. 1  List questions that you can use to help you narrow down who your target audience is. |
| 2 | Questions to narrow down target audience no. 2 |
| 3 | Questions to narrow down target audience no. 3 |
| 4 | Questions to narrow down target audience no. 4 |
| 5 | Questions to narrow down target audience no. 5 |

## Test the plan

### Consumer perceptions

|  |  |
| --- | --- |
| No. | Questions |
| 1 | Consumer perceptions no. 1  List consumer perceptions about your product or service. |
| 2 | Consumer perceptions no. 2 |
| 3 | Consumer perceptions no. 3 |
| 4 | Consumer perceptions no. 4 |
| 5 | Consumer perceptions no. 5 |

### Quantitative metrics

|  |  |
| --- | --- |
| No. | Questions |
| 1 | Quantitative metrics no. 1  *List quantitative metrics that you will use to evaluate the effectiveness of the plan.* |
| 2 | Quantitative metrics no. 2 |
| 3 | Quantitative metrics no. 3 |
| 4 | Quantitative metrics no. 4 |
| 5 | Quantitative metrics no. 5 |

## Adjust the plan

|  |  |
| --- | --- |
| No. | Questions |
| 1 | Adjust the plan no. 1  *List the changes that you need to make to your plan so that it will be more successful.* |
| 2 | Adjust the plan no. 2 |
| 3 | Adjust the plan no. 3 |
| 4 | Adjust the plan no. 4 |
| 5 | Adjust the plan no. 5 |

## Put the plan into action

|  |  |  |  |
| --- | --- | --- | --- |
| Step | Action | Due date for completion | % complete |
| 1 | Action | Date | % |
| 2 | Action | Date | % |
| 3 | Action | Date | % |
| 4 | Action | Date | % |
| 5 | Action | Date | % |