

# Define Your Target Audience Practice Quiz

TOTAL POINTS 4

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1. What is the group of people you want to reach with your marketing message called?

1 / 1 point

- ☐ Marketing population
- ☐ Targeted members
- ☒ Target audience
- ☐ Marketing Audience

 **Correct**

Correct! Your target audience will be the most likely to take action as a result of seeing your marketing message.

2. In marketing, groups of people with similar characteristics (like similar demographics, interests or behaviors) are referred to as:

1 / 1 point

- ☒ Segments
- ☐ Parties
- ☐ Portions
- ☐ Audiences

 **Correct**

Correct! Your target audience is therefore a “segment” of the population you want to reach with your marketing message.

3. True or False: Facebook Audience Insights can precisely determine who’s interacting with your page and give you real-time data when you test different marketing strategies. **1 / 1 point**

☒ True

☐ False

✓ **Correct**

Correct! Facebook Audience Insights will be the most powerful tool you use to identify your target audience.

4. Some steps you can take to get a better picture of your target audience include which of the following? (Select all that apply) **1 / 1 point**

☒ Monitor the competition and its target audience

✓ **Correct**

Correct! Get a sense of how they communicate and where they are talking. Are there particular social channels they are active in? Do they seem to target certain audiences?

☒ Describe current customer

✓ **Correct**

Correct! Think about those that buy the products or services your marketing efforts are most focused on. Think about the characteristics they have in common, and brainstorm with your team to describe them.

☐ Pay a large company to do research for you

☒ Talk to customers, friends or strangers

✓ **Correct**