

Research Tools to 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 wildly different [lives](#) and [brand expectations](#) than boomers. Younger generations [adopt technology](#) much more quickly than older ones, married couples with children have different material needs from single people, and more.

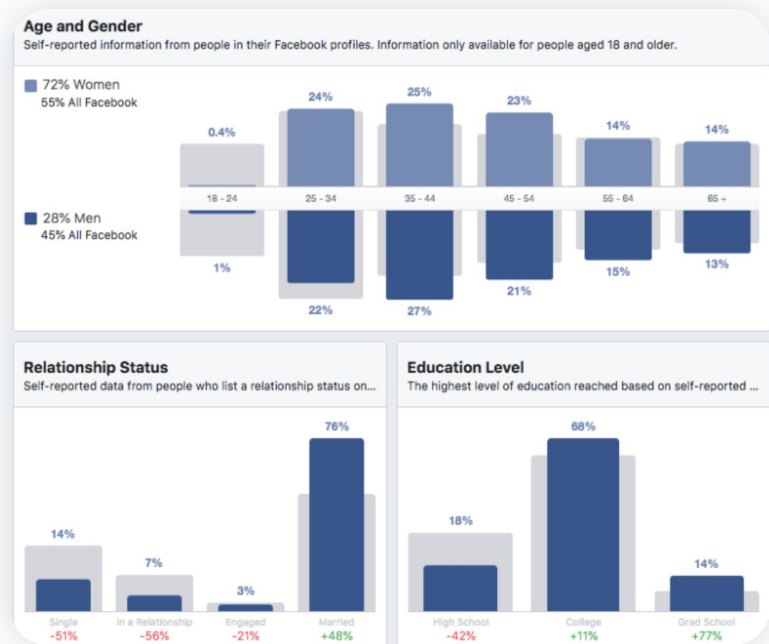
For different demographics, you'll need distinctive marketing strategies. Luckily, the tools now exist for you to determine engaging with your brand online. This is called your **target audience**. We'll break down the top tools to identify it below.

Facebook Audience Insights

Facebook Audience 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. Facebook owns Whatsapp and Instagram, so Audience Insights will include data from those apps too.

You can use [Facebook Audience Insights](#) to identify customers':

- ➔ Age
- ➔ Gender
- ➔ Lifestyle
- ➔ Education
- ➔ Relationship status
- ➔ Job role
- ➔ Household size
- ➔ Location
- ➔ Page likes



Source: [Hootsuite](#)

And most crucially:

- ➔ **Customers' prior purchase activity**

Using Audience Insights, you can precisely determine who's interacting with your page. It'll also give you real-time data when you test different marketing strategies.

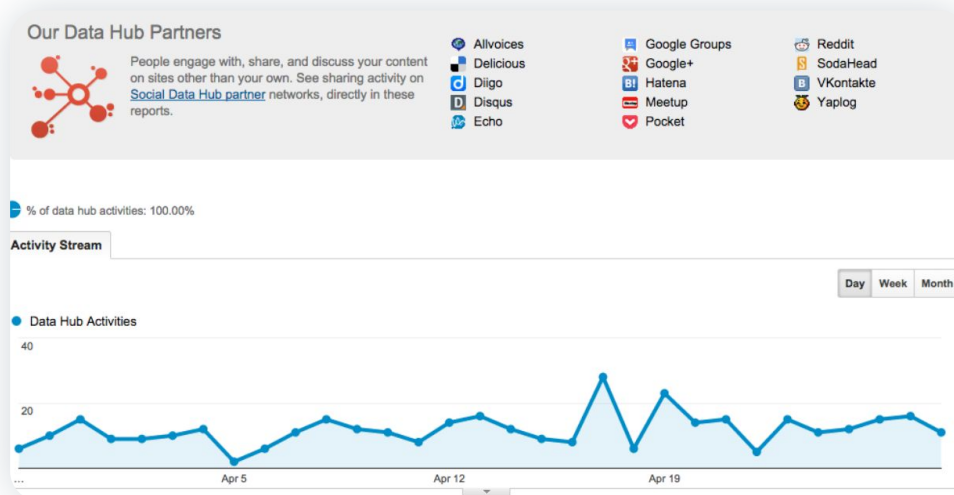
Google Analytics

If Facebook Audience Insights is a microscope, [Google Analytics](#) is a big-picture view. Using a Google Analytics Business Account, you can:

- ➔ See how your different social media accounts compare in terms of traffic
- ➔ See which of your pages people purchase from the most

And, most importantly:

- ➔ Track people around the web, to determine where they're coming to your page from and where they're going after



Source: [Hootsuite](#)

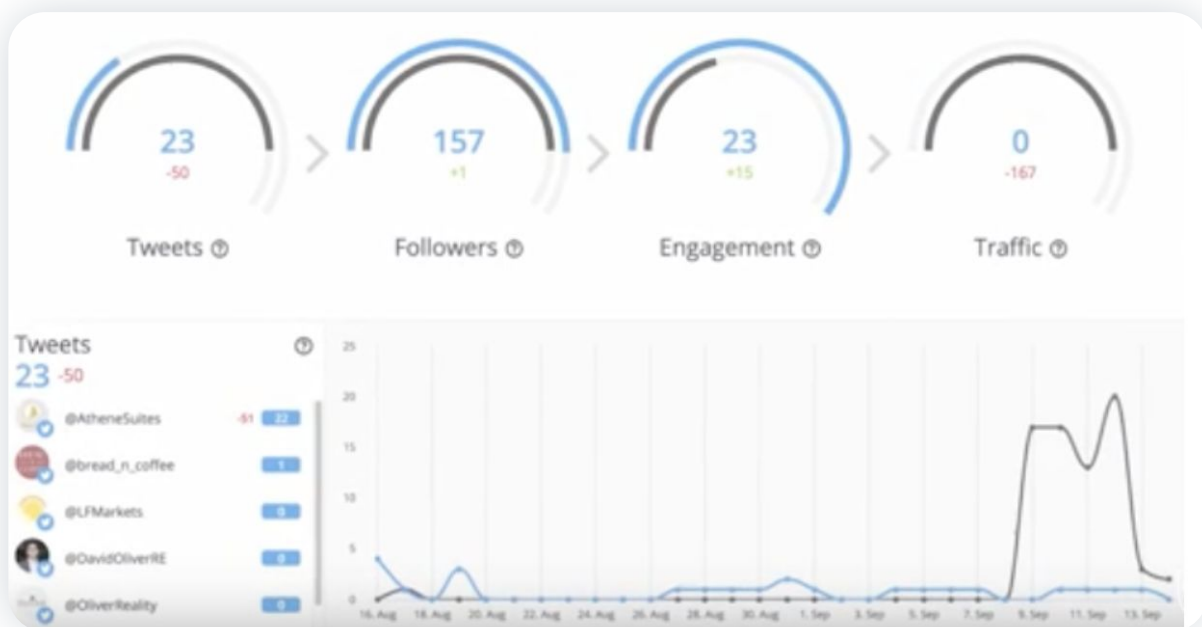
Facebook Audience Insights lets you figure out who your customers are. Google Analytics tells you what they're doing. With these two pieces of information, you can successfully start to determine your target audience.

Google Analytics is also an excellent tool for determining conversion—or the percentage of users who take the action your page prompts them to (push a button, purchase an item, etc.)

Twitter Business Analytics

[Twitter Business Analytics](#) is loosely similar to Facebook Audience Insights, but solely for its own business platform. Users input less data into Twitter than Facebook or Google, so there's less biographical and geographic information to work with. Twitter Business Analytics can tell you:

- ➔ **your followers' interests**
- ➔ **the devices they use**
- ➔ **their online posting behavior**
- ➔ **what keywords they search**



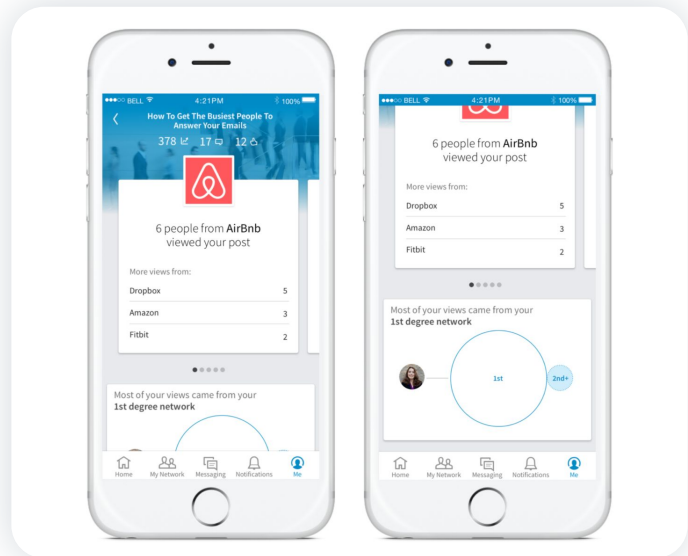
Source: [Hootsuite](#)

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**



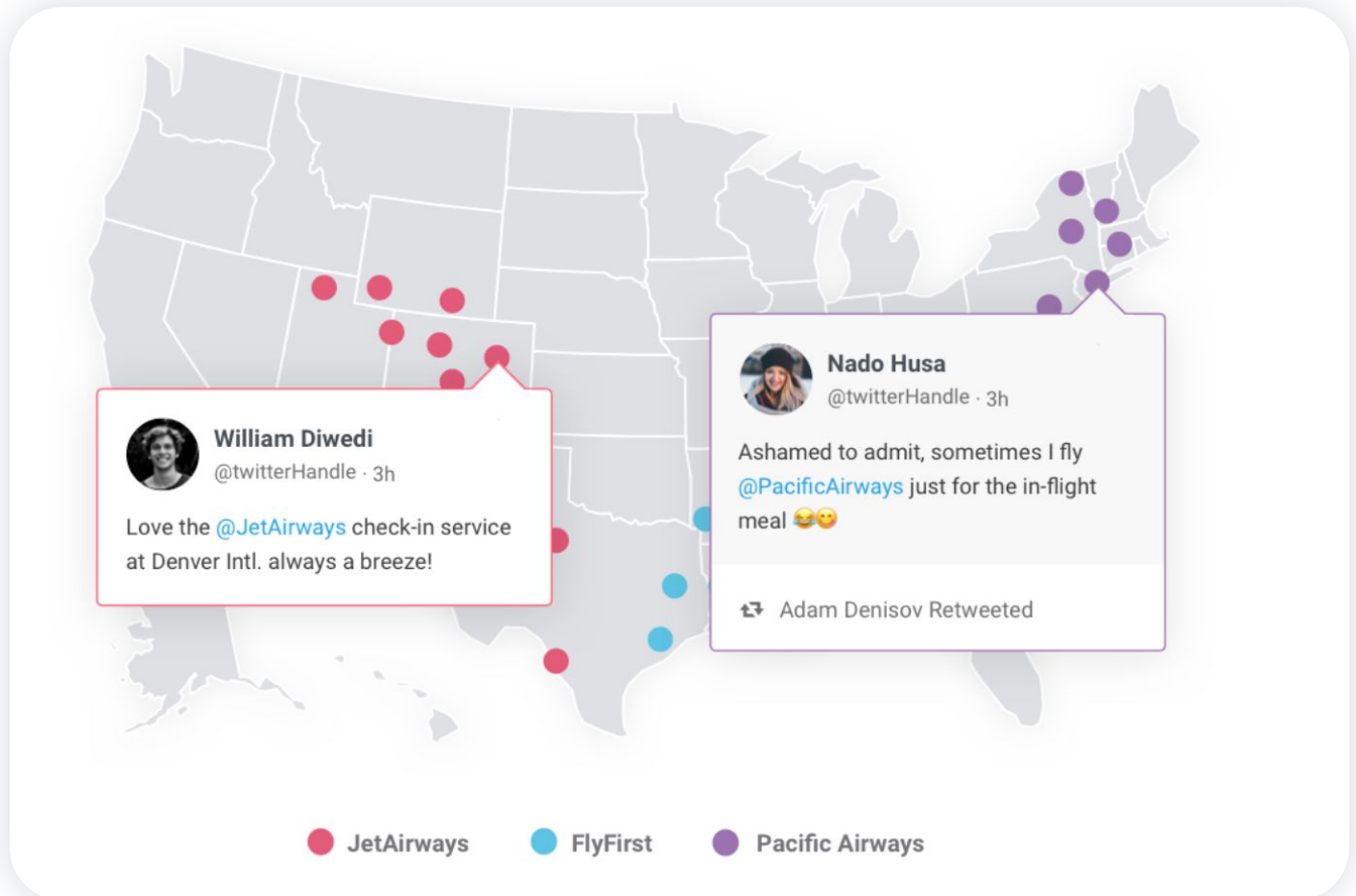
Source: [LinkedIn](#)

It also lets you customize your audiences with much more precise targeting tools than free LinkedIn services.

Brandwatch

[Brandwatch](#) is effectively a paid, integrated target audience research and tracking tool. You effectively pay for a unified page and tracking tool. Brandwatch is a useful investment if you're managing large accounts and need a single, responsive landing page from which to operate.

<https://blog.hootsuite.com/twitter-analytics-guide/>



Source: [Brandwatch](#)

