

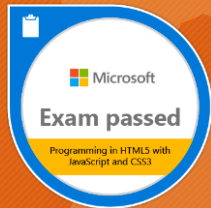


Digital Marketing

Engineer your Career as Digital Marketer
Signature Training by Qasim Nadeem



Meet the Instructor – Qasim Nadeem



- Microsoft Certified Professional in Web and Cloud Technologies
- Started Professional Life in **1989-90** and spent 7 years in Low Level Software Engineering
- A Decade in Networks i.e. MCSE CCNA CCNP
- Last Decade in Web & Software Engineering i.e. HTML5, PHP, Java, Android, ASP.Net, C#, SQL Server, SharePoint, MongoDB ExpressJS Angular Node.js known as Mean Stack
- Running a Software House that delivers various products i.e. Ecommerce Portals, Job Portals, LMS, Corporate Websites etc.
- Consultant to Ecommerce & Web Industry
- Working in capacity of Principal Technologist & eCommerce Expert

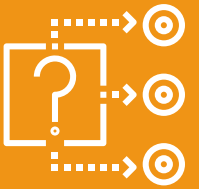
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DIGITAL MARKETING EDUCATION & CERTIFICATION
Certificate of completion #f193b5b25adf708
Certification exam ID-5d9a16a50d320030b74ebfc3

Target Audience?



Target Audience is the group of people you want to reach with your marketing message



Target Audience

What is a target audience?

- A **target audience** is the group of people you want to reach with your marketing message, because they may be likely to take action as a result of seeing it.
- People in your target audience will have certain characteristics in common. These characteristics fall into three broad categories: Demographics, Interests, Behaviours.

Why define a target audience?

It's important to reach the people most likely to become customers. Defining business's target audience will help us do just that.



Audience Common Characteristics

Demographics [audience may have same]:

- Age
- Gender
- Household income
- Occupation/Education
- Location

Psychographics: Interests, hobbies, values, lifestyle.

e.g. Interests: They may interests in certain products, topics or activities.

Behaviour i.e. Purchase history, browsing habits, online behavior:

e.g. They may read the same publications, visit the same online destinations etc.



Target Audience – Types of Audiences

Types of audiences

- 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, as 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 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, or if you feel your products or services may appeal to distinctly different groups of people.



Target Audience – Case Study

Define Lucky Shrub's target audience

- Using the definitions of the different audiences, let's try to define Lucky Shrub's audiences.

Primary audience

- People interested in planting and maintaining their garden.
- *Karen knows that a lot of people are planning or planting home gardens this time of year. Lucky Shrub's online selection of plants and gardening tools could be attractive to them.*

Secondary audience 1

- People who may be interested in design and maintenance services.
- *Karen knows that these larger garden projects bring in a great deal of revenue, and Lucky Shrub's maintenance services help keep customers long term. So Karen would also like to attract these customers.*

Secondary audience 2

- People who want to spruce up their apartments with houseplants.
- *Karen has noticed an increased interest in houseplants among millennials. So she decided that Lucky Shrub should offer a selection of houseplants in its nursery and on its website.*



Key Takeaways

Key takeaways

- A target audience will help you to focus your marketing efforts on the people most likely to be interested in your business.
- A target audience is the group of people you want to reach with your marketing message. Decide on your primary and secondary target audiences, as necessary.



Define your Target Audience

Create a target audience for your business

- Build your target audience template
- A target audience can help you focus your marketing efforts on the people most likely to be interested in what your business has to offer.

How do you determine your target audience?

- Ideally, you would use customer research. For example, focus groups, online questionnaires, individual interviews with people who use certain products or in-home studies.
If you don't have the resources to conduct this kind of research, follow these tips:
- Start with your current customers – specifically 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.
- Monitor your competition. Get a sense of how they communicate and the groups of people they're trying to reach. You can also monitor the accounts of important brands in your space on social media.
- Talk to friends – or even strangers – you think may have an interest in your product.



Template

NAME OF TARGET AUDIENCE

NEED OF TARGET AUDIENCE

DEMOGRAPHICS

Age: _____

Gender: _____

Household income: _____

Education or occupation: _____

Location: _____



INTERESTS

BEHAVIORS



Template Explained

Here's a template that you can use to create a target audience for your business.

NAME AND IMAGE

Give your target audience a name and even an image, if you choose. Marketers will often do this to remind them of what their target customer might look like.

NEED

What does your target audience need that your product or service provides?

DEMOGRAPHICS

Describe your target audience by age, gender, household income, education or occupation, and location.

INTERESTS

Describe what your prospective customers are typically interested in.

BEHAVIOURS

Describe common behaviours among your target audience.



Template Filled for Lucky Shrub 1/2

Build a target audience for Lucky Shrub

Lucky Shrub doesn't have the time or the money to do major research now. But Karen, the owner, uses her understanding of her customers to fill in the target audience template:

NAME AND IMAGE

Karen decides to name her target audience Garden Designers, and she chooses a picture to remind her of the type of person in her target audience. Note that pictures are just a way to make a target audience more personable, and are optional.

NEED

People who need to plan or plant their garden.

DEMOGRAPHICS

People aged 35-54 of any gender. Karen estimates that her customers are university-educated professionals with a household income of USD 175,000 or more.



Template Filled for Lucky Shrub 2/2

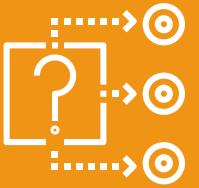
INTERESTS

Karen is trying to attract people interested in native plants, modern design and gardening.

BEHAVIOURS

Many of the people in this target audience have recently bought a house. Karen guesses that they enjoy home improvement shows, read architecture and design magazines, like to pin or save design pictures online, and like to browse design-related websites to get ideas for their house and garden.

Case Study: Build a target audience for Hair Day





Pria's Hair Day

Hair Day is a salon that specialises in haircuts and colour.

The owner of Hair Day, Pria, is looking to increase product sales through the salon's website, and has created a series of home hair-dye kits, with several bright options for her more adventurous clients.

Hair Day would benefit from a good definition of its target audience, so it can focus its marketing efforts on the people who are most likely to be interested in the new kits.

Pria did research and talked to some of her friends from the hairdressing academy as well as some of her clients – particularly people with bold hair colour. This research helped her get a better idea of what kind of people would be interested in these kits.

Based on these insights, Pria wrote out her target audience and shared it with the woman who helps her with social media outreach.



Pria's Hair Day 1/2

NAME AND IMAGE

- Pria refers to her target audience as Edgy Young Professionals and uses a picture of a friend to represent them.
- Pria plans to use the description of Edgy Young Professional to help her plan out the Instagram posts for the next few months. She will brainstorm ideas for what may appeal to this audience and how she can attract more of them to her website. She also intends to spend a little money on advertising, and knows that this description will help her select the audience for her ads.

NEED

A fun, non-traditional or bold hair colour.

DEMOGRAPHICS

Women aged 23-35 with an income of over USD 40,000. They are often young professionals with some higher education.



Pria's Hair Day 2/2

INTERESTS

Pria knows her audience is interested in fashion, hair and nail trends, and style tips and advice from celebrities.

BEHAVIOURS

Pria's audience reads fashion magazines, follows fashion-related Instagram accounts from stylists and designers, and prefers to shop at small boutiques over big department stores.

Key takeaways

- A target audience will help you to focus your marketing efforts on the people most likely to be interested in your product.
- Describe your target audience in a simple template that outlines their needs, demographics, interests and behaviours.

Jazak'Allah

