



What is a Target Audience

A target audience is a group of consumers characterized by behavior and specific demographics

source: https://blog.hubspot.com/marketing/target-audience



Steps to determines your target audience

- 1. Determine your customer's demographics.
- 2. Determine your customer's needs
- 3. Determine how your customer will learn about you
- 4. Assume your customers are mobile

What are demographics?

- Location
- Age
- Gender
- Employment
- Income



A demographic example

Male

Between 18 and 30

Living in Europe

Employed

Earning between 20 and 35k per annum