2. AUDIENCE

TARGET MARKET & TARGET AUDIENCE

Your target market is defined as the entire group of people you want to expose your brand experience to, influence or impact their buying behavior, support your cause, or inform and educate. In contrast, your target audience is much more narrow; it's a particular group of individuals in your target market that you expect to buy your product or service.

Your target audience is not "everyone" (unless you're Google). Your task in defining your audience is to identify and understand your niche so you can dominate it.

1. When you came up with your business, product or service who did you think it would help?

2. Does this audience currently purchase products similar to yours for a similar price?

3. Where does your target audience live?

4. What specific things do your buyers have in common?

AUDIENCE

Primary Target:

Secondary Target:

Tertiary Target:

What are the psychographics of your target audience? What kind of personality do they have? What is type of attitude do they have? What are their values, interests, hobbies, lifestyles, etc.? What else can you say about your target audience?

Now that you have empathized and identified with your target audience and selected a name of this person who represents your ideal persona, write a short narrative or story that describes a day in the life of your ideal customer avatar. You can use your answers from the previous worksheets for inspiration. Use the descriptors, activities, the empathy map, the problems they may be experiencing or the beliefs they may have, and how your product or service solves their issues and how they would resonate or relate to your desired brand experience.

Now, as a visual aide, search online for a stock photo that represents your ideal target customer. What does this soulmate client look like?

Now repeat this same process for your secondary and tertiary target audiences.

Would your avatars hear or see your brand essence statement, and your tagline you created earlier and identify with them? Would they behave the way you intended? If so, great! You can now move on to the next module as your brand essence and target audiences with your soulmate client avatars are all in alignment! If not, what do you think needs to be modified and why? Heads up, you will have the opportunity to survey your audience to gain further insights, information and inspiration to fuel your strategy and plan and hone in on your target audiences further.

“Remember marketing is a journey, you will discover more about your audience as you grow, test your assumptions and build your brand.”

—Rhea Allen