

Identify Your Target Audience



Take a pen and define your target audience based on the key points identified below.

1. What are the basic demographics of your target audience (i.e. gender, age, profession, nationality, religion, education, etc.)?

2. What is the purchasing power of your target audience such as the monthly and annual income as well as social class?

3. What are the geographic characteristics of your target audience such as their region and population size?



Identify Your Target Audience



Take a pen and define your target audience based on the key points identified below.

4. What are your target audience's buying behavior such as the benefits they look for, their key motivators and usage rate?

5. What are the psychographics / lifestyle factors of your target audience (i.e. attitudes, activities, interests, values, etc.)?

6. Based on your answers from 1-5, in summary, who is your target audience (combine your responses in 1-5)?

