



# HOW TO DETERMINE Your Target Audience

ALL AG MEDIA MARKETING WORKSHEET

**Without sales, you don't have a business.**

**Business is about people.** Marketing is all well and good, but truly it's about connecting with and engaging prospective buyers. In order to do that, you have to create a plan that reflects your goals, understand who your target audience is and what they need, and develop a strategy to guide them through the buying process.

## TARGET AUDIENCE ANALYSIS WORKSHEET

**The following steps will help you determine your target audience, understand their buying process and look for opportunities to connect.** The goal here is to help you find and target the audience who is interested in your product/service and integrate the findings into your marketing strategy so that you can create personalized content and develop long-term relationships.

### STEP 1: IDENTIFY YOUR IDEAL CUSTOMER

**Get familiar with your product and survey existing customers.** In order to be effective, you need to truly understand what your selling from the perspective of your customer. It's important to distinguish what you do from the things your audience cares about.

Demographics are important, but you can't judge a book by its cover. It's important to also understand what your customers like and dislike, what their problems and pain points are, and what aspirations they have.

**DEMOGRAPHICS:** Specific and quantifiable attributes of your ideal customer.

Age: \_\_\_\_\_  
Gender: \_\_\_\_\_  
Occupation: \_\_\_\_\_  
Life Stage: \_\_\_\_\_  
Location: \_\_\_\_\_  
Education: \_\_\_\_\_

**PSYCHOGRAPHICS:** Subjective information that defines the ideal customers's interests, activities and attitudes.

Values: \_\_\_\_\_  
Interests: \_\_\_\_\_  
Hobbies: \_\_\_\_\_  
Need and/or wants: \_\_\_\_\_  
Fears/concerns: \_\_\_\_\_  
Hopes/aspirations: \_\_\_\_\_



## STEP 2: MAPPING YOUR BUYING STAGES

**Awareness is everything.** Regardless of what you do or what you sell, if your audience doesn't know about you, they won't buy from you. This is why a marketing strategy is so important. There are many opportunities to touch a potential client. In order to create engaging and high performing content, you need to think through the customer's journey.

**AWARENESS: It usually starts with an event or a problem.**

*Ask, what happens that makes a customer start looking for what I offer?*

*What is the problem? What are the pain points motivating my customers?*

**INVESTIGATION: Be where they are.**

*Ask, where do my customers go when they're looking to solve this problem they have?*

**CONSIDERATION: Address their concerns.**

*How does your product/service address your customer's problem/pain point?*

*What value do you provide beyond a transaction?*

*What might prevent the customer from doing business with you?*

*What alternatives might your customer be considering?*

**COMMITTMENT: Confirm their aspirations and fulfill their need. Who is the final decision maker?**

*How will your customer complete their purchase with you?*

*What do you want to happen next?*



### STEP 3: CLASSIFY YOUR TARGET AUDIENCE

**Maximize your opportunities to connect.** There are a lot of people involved in the buying and decision making process for any given product or service. Each individual and/or group plays a specific role, but we're going to focus on the three core roles: **users, influencers, and decision makers.**

**USERS:** Seems obvious, but these are the people who actually use your product or service. These are the people with the problems and pain points you described earlier. The information in step 1 most likely describes these people. In one or two sentences, describe your user.

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**INFLUENCERS:** Thinking about your users, who are the people that influence their decision? What other content do they follow? How do they communicate with friends and family? What "tribes" do they belong to?

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**DECISION MAKERS:** The one making the final decision to purchase might not be the same person who's ultimately using your product. Make sure that you're considering the whole process so that you connect with all the right people. Think about who the decision maker is and what they care about.

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# PERSONA TEMPLATE

CATEGORY: USER INFLUENCER DECISION MAKER OTHER:

## WHO

BACKGROUND (CAREER, FAMILY, ETHNICITY)

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DEMOGRAPHICS (GENDER, AGE, LOCATION, INCOME)

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IDENTIFIERS (PERSONALITY, COMMUNICATION PREFERENCES)

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## WHAT

GOALS - WHAT DO THEY WANT (BIG PICTURE)

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CHALLENGES - WHAT IS THEIR PRIMARY CONCERN/ISSUE

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OBJECTIONS - WHAT BARRIERS WILL PREVENT THEM FROM COMPLETING THE SALE? WHO/WHAT ARE THE ALTERNATIVES?

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## WHY

SOLUTION - HOW DOES YOUR BRAND HELP THE PERSONA ACHIEVE THEIR GOALS OR OVERCOME THEIR CHALLENGES?

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MESSAGING - DESCRIBE HOW YOUR BRAND/SOLUTION HELPS THE PERSONA. THIS SHOULD BE SHORT, LIKE AN ELEVATOR PITCH.

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