

DEFINING & CREATING YOUR target audience + buyer personas

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One of the **BIGGEST MISTAKES** that budding personal branders make is trying to appeal to everyone.

THINK ABOUT A GAME OF DARTS: YOU HAVE TO AIM IN ORDER TO HIT THE BOARD.

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Susan Chritton, *Personal Branding for Dummies*

TARGET AUDIENCE

Your target audience is the specific group of people at which your marketing is aimed.

Step 1: Describe who will benefit from your products and/or services and brand

WHO IS YOUR IDEAL CUSTOMER?

WHO'S GOING TO BENEFIT FROM YOUR PRODUCTS AND/OR SERVICES?

Step 2: Identify the demographics and psychographics of your target audience

DEMOGRAPHICS

GENDER _____

AGE _____

LOCATIONS _____

INCOME _____

INTERESTS _____



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PSYCHOGRAPHICS

Beliefs

Values

Attitudes

Behaviors

BUYER PERSONAS

A buyer persona is a fictional representation about your users based on past behaviors and attributes, founded on data and market research. They help you identify and communicate with prospects and customers.

Tips for developing buyer personas:

- Interview customers
- Obtain detailed information about leads and prospects
- Ask your salespeople to keep detailed notes about their customers

BUILDING YOUR BUYER PERSONAS

Job Description

Role in Company

Key Responsibilities

Decision Maker?

YES or NO

Company Details

Company Size

Number of employees _____

Annual revenue _____

Related/Relevant Industries

Company Goals

Primary Goals

Secondary Goals

Challenges

What are your company's biggest obstacles?

Where Your User Obtains Information

Where do they spend time researching new products and services?

Do they read digitally?

Do they prefer to read newspapers and/or magazines?

What publications do they read and/or subscribe to?

What social networks do they belong to?

Personal Background

Personal Demographics

GENDER _____ **AGE** _____ **INTERESTS** _____

LOCATIONS _____ **INCOME** _____

Education

Career Path

Shopping Preferences

How do they like to interact with vendors?

Where do they research new vendors and resources?

TEACH ME MORE ABOUT INBOUND MARKETING

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