



..... Marketing Cheatsheet

IDENTIFY YOUR
TARGET
AUDIENCE



Your Digital Partner

IDENTIFY YOUR TARGET AUDIENCE

A website is a small business necessity and your number one marketing tool. Defining your target audience early creates a solid foundation and framework for your entire website; from flow and functionality, to profitability.

Identifying and then understanding your customers needs and wants allows you to tailor your content on a personal level. What solution do you have for their problem? How can your product make them feel like a better version of themselves? Why should they trust you?

To break it down, it is critical to start researching your target audience from the get go. This will influence everything from how your website will flow, through to cultivating a dedicated clientele. By starting on the right foot, not only will you avoid headaches later on, but your website is sure to find you more sales.

Emotion drives purchasing behaviour, so let's get started on understanding your audience and how invaluable this will be for your business.



Lee Rekman


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IDENTIFY YOUR TARGET AUDIENCE

My Target Audiences' Profile


Ask yourself these questions to help determine your demographic target audience.


What does my ideal customer look like? 


What is my ideal customer's age, location, gender, marital status, occupation etc? 

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What is my current relationship with them? 

Are they internet experienced? 

In a few brief points, try to summarise who your ideal target market audiences are. Segment them into more than one group to make it easier. 
Eg: 30-40 year old mothers in the Melbourne metro area.

IDENTIFY YOUR TARGET AUDIENCE

My Target Audiences' Psychographic Profile

Truly understanding your target audience is knowing their emotional triggers. What makes them tick? What drive's them? It's time to delve further into their profile by analysing the thought process behind the behaviour.

This can be much harder to determine, as we aren't mind readers. You may need to do some research and ask your customers directly, it will be invaluable in the long run. You need to solve their problems, not tell them how good you are.

When you can craft your website content in a way that immediately tells your audience how you can solve their problems and address their fears and concerns, your conversion rate can skyrocket.



Demographic profile

Identifying the characteristics of someone who **NEEDS** your product or service.

Psychographic profile

Identifies the reasons why someone **WANTS** your product or service.


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My Target Audiences' Psychographic Profile

Think like your ideal customer, why do they WANT your product or service?
Give emotional responses, such as: 'To look good' or 'To feel less stressed'

What is it that they actually want? 

*eg. to feel great, look good, honesty, peace-of-mind,
punctuality, less stress etc*

What problems could they possibly face 
that you could help them solve?

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What concerns or fears do they have?



When they don't get what they want,
how does it make them feel?



eg. Frustrated, depressed, annoyed, confused

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What processes or actions do you currently have, or could have in place that will solve their problems, fears or concerns?

Prospects buy based on emotion. They buy what they *want*, not what they *need*.
Hit your prospect's hot buttons so they pay attention to your message.
"Why would I buy from you and not the guy down the road? What is in it for me?"





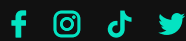
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