



RAZZLE MARKETING SOCIAL MEDIA WORKSHEET

DEFINING YOUR IDEAL AUDIENCE

Create custom content to dazzle your community!

DEFINING YOUR IDEAL AUDIENCE

12 QUESTIONS TO HELP YOU OUTLINE YOUR IDEAL AUDIENCE: BY GETTING PERSONAL YOU CAN BETTER TARGET THE AUDIENCE YOU WANT TO REACH.

YOUR GOAL IS TO DELIVER THE RIGHT MESSAGES TO THE RIGHT PEOPLE AT THE RIGHT TIME. SO GET AS SPECIFIC AND DESCRIPTIVE AS YOU CAN. THIS WILL CREATE A WHOLE STORY AROUND WHO YOUR CUSTOMER IS.

1. HOW OLD ARE THEY, AND WHAT DO THEY LOOK LIKE?

2. DO THEY HAVE A SPOUSE, KIDS, OR GRANDKIDS?

3. WHAT KIND OF EDUCATION DO THEY HAVE, WHAT IS THEIR PROFESSION?

4. WHAT ARE THEIR HOBBIES AND INTERESTS? WHAT IS IMPORTANT TO THEM?

5. WHERE DO THEY SPEND THEIR TIME? [BOTH ONLINE & OFFLINE]

6. WHAT DOES A TYPICAL DAY IN THE LIFE LOOK LIKE FOR THEM?

7. WHAT ARE THEIR PAIN POINTS? WHAT ARE THEIR FRUSTRATION'S?

8. WHAT ARE THEY WORRIED ABOUT? WHAT KEEPS THEM UP AT NIGHT?

9. WHAT ARE THEIR BIGGEST DESIRES, AND THEIR DREAMS?

10. WHAT DO THEY REALLY NEED?

[Honestly, most people cannot articulate this. Usually, you'll have to 'read between the lines'. IE) They view their biggest problem as needing a bigger home, but the true problem they are having is finding someone they can trust to find a new home that meets all their needs.]

11. WHERE DOES YOUR AUDIENCE NEED A CONFIDENCE BOOST?

12. HOW DOES YOUR AUDIENCE WANT TO FEEL?

Now that you have created this imaginary individual with a story, this will help you visualize the customers you are targeting and develop brand messages and marketing tactics that will resonate with them. Your responses should correspond to the most important customer segments you want to attract.

