

Your Podcast Worksheet

Valuable marketing advice for your Australian small business



EPISODE 6

5 reasons why defining your target audience and understanding them is so important

In this episode, we discuss the importance of defining who your target audience is and why understanding them is so important. We go into detail around some key points including how to best define your audience, how to best tailor your communication to your audience that provides you points of differentiation and ensuring your marketing is a needs match for your target audience.

Hint: If you're a new business, "imagine" 12 months' time from today and then attempt this exercise.

1. Understanding who your audience is helps best communicate to them. Who is your target audience?

Be as specific as possible including descriptors such as location, age, sex, spending habits and industry

2. Is your existing audience your ideal audience? Will it evolve? Does your marketing communicate to your existing audience or should it change to a more profitable or less competitive customer base?

3. Knowing your audience allows you to differentiate from the competition? Does yours do that?

Is your audience in high demand from the competition. Can we focus on someone else?

4. Put yourself in your clients and customer shoes and be objective. Take time to consider areas of your business including marketing and customer service to see if what you're doing is a needs match to your audience.

5. It's time to innovate. You know your audience well. What else can you provide to them that will make them even stronger and more loyal customers and clients.
