

Understand your Audience

Successful marketing and communication always starts with the audience.

Your words, your images, and your offer will fall flat if you don't empathise with how your audience thinks and what they want.



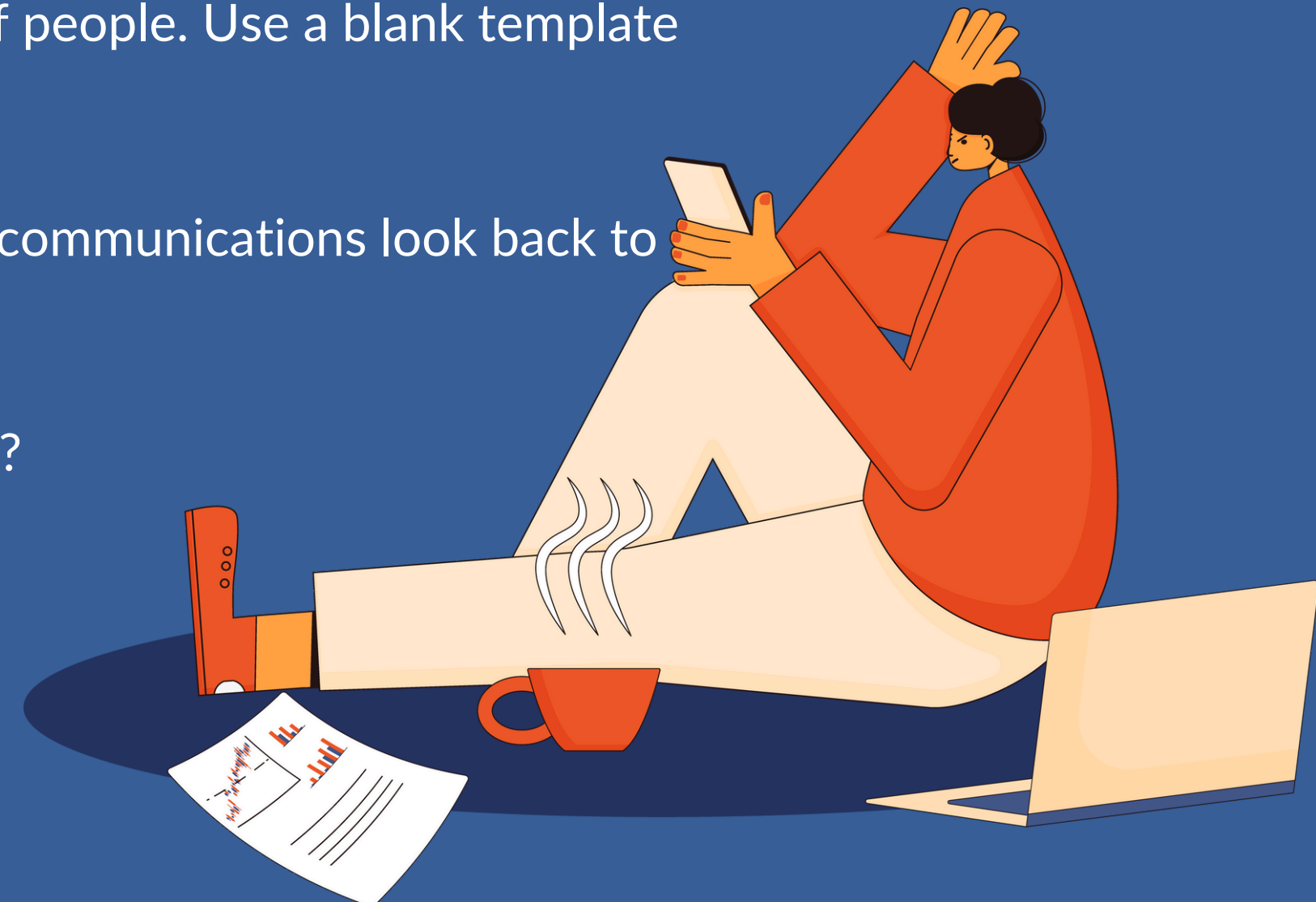
Create an audience persona

We've created a template so you can piece together what your audience looks like, how they think and feel, and what motivates them.

You can probably divide up your audience into a handful of types of people. Use a blank template for each type.

When you're creating marketing assets and putting together brand communications look back to the personas you've put together.

Are you speaking to your audience? Are you addressing their needs?
Will you resonate with them?



Step one. Who is your customer?

Demographics

(Gender, age, marital status,
location, employer)

Personality & Character

eg. cautious, carefree,
grounded, curious

Media Habits

(What do they watch/ read/
listen to)

Online Media Habits

Where do they spend their
time online

Step two. How does your customer feel?

Goals and responsibilities

What is driving your customer, and who or what are they responsible for?

Pain Points

What is troubling your customer? This is their trigger to buy from you.

Motivations

What would motivate your customer to buy from you?

Objections

Why might your customer NOT buy with you?

Marketing hooks

Based on the profile you've put together, what marketing messages are likely to be compelling?

What next?

Look over your marketing communications and check to see whether your messages, offer and words will resonate for the profiles you've put together.



The
POLKA.





Need some help?

Not sure where to start with your marketing, or no time to do what you want to do?

Hi, I'm Carys.

I founded The Polka to help you connect with your audience online.

We can help with:

- Strategy + proposition
- Social media (organic + paid)
- Email
- SEO

The
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Get in touch

Check us out on our website:
www.thepolka.co.uk

Drop us a line at hello@thepolka.co.uk

Let's connect ↓ ↓

