

BUSINESS

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FOR COACHES

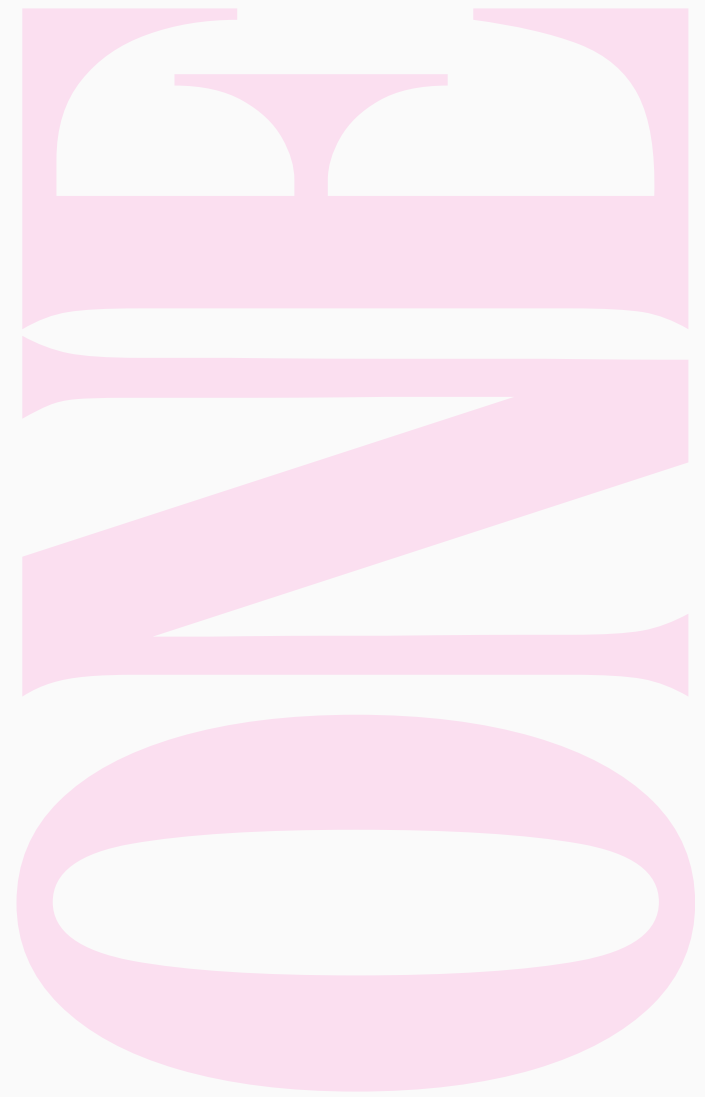
# HOW TO IDENTIFY YOUR TARGET AUDIENCE

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# IDENTIFY

Identifying your target audience is the foundation of any successful marketing strategy. When you know who your ideal customers are, you can create content, products, and messaging that resonates with them. This guide will help you define your target audience and understand their needs, preferences, and pain points.



# CREATE AUDIENCE PERSONAS

Personas are fictional representations of your ideal customers. To create one, consider the following factors:

- Demographics: Age, gender, location, education, and income.
- Job Role or Industry: What do they do for work? Are they decision-makers?
- Pain Points: What problems or challenges are they facing that your product or service can solve?
- Interests and Values: What do they care about? What motivates them to take action?

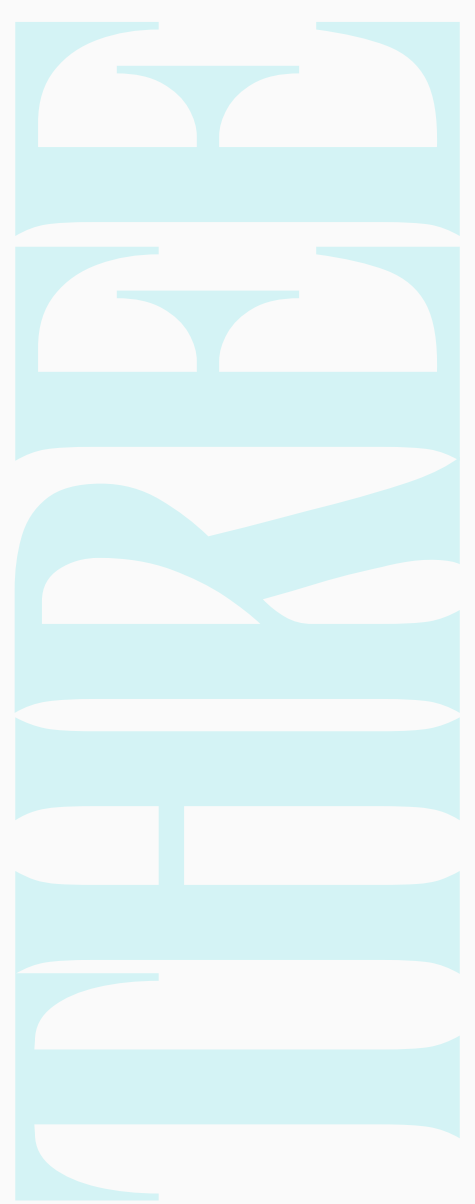
# RESEARCH YOUR EXISTING CUSTOMERS



If you already have customers, analyze their behavior and profiles:

- **Surveys and Feedback:** Ask your customers directly about their experience with your product or service.
- **Social Media Insights:** Use platforms like Instagram or Facebook to gather demographic and interest data from your current followers.
- **Google Analytics:** Analyse your website visitors' demographics, locations, and online behavior.

# LOOK AT YOUR COMPETITORS' AUDIENCE



Review your competitors' followers or customers:

- Who engages with their content?
- What are their customer reviews saying?
- Which demographics seem to resonate most with their brand?

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# USE MARKET RESEARCH TOOLS

Tools like Google Trends, SEMrush, or BuzzSumo can help you identify popular trends, keywords, and content that your audience engages with.

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# REFINE AND SEGMENT YOUR AUDIENCE

Your audience may consist of several subgroups. For example, you might have one group that prefers detailed blog posts and another that prefers short, engaging videos. By segmenting your audience, you can create more targeted, personalised marketing.



# GET IN TOUCH

By defining your target audience, you can tailor your marketing to meet their specific needs, preferences, and challenges. This will increase your engagement and conversion rates and make your brand more relatable.

Need help identifying your target audience? Contact Ivy Booth Marketing for expert guidance. We'll work with you to develop detailed audience personas that will drive your marketing strategy and increase your customer engagement!

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