



Checklist 10 - Finding Audience For Your Content

Project Name: _____

Date: _____

Yes No

Remember that your audience will decide your success, so it is important to find the right audience for your content. You can do it by following the guidelines mentioned in this checklist as following:

ACCEPT THAT YOUR AUDIENCE IS THE GAME CHANGERS:

1 In the first step, you must accept that your business's success and failure are in your audience's hands as they'll be the ones liking it and giving feedback on it.

2 You'll be sharing content based on what the audience likes, so it is important to choose the right audience for your content.

3 You can get to know your audience by engaging with them via comments on social media platforms and create content according to what they like.

KNOW YOUR AUDIENCE:

4 Now take help from demographics if you're just at the beginning.

5 When you know the age, gender, attitude, interests and purposes of your audience, you'll create content accordingly.

6 After knowing about your audience, it is crucial to exclude those parts from your content that are not related to your target audience.

Notes

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USE INSTAGRAM STICKERS:

7 As you already have social media channels for your business, and one of them is Instagram, using its features to find the right audience is the perfect step.

8 Use polls and questions stickers to ask various questions that you have in mind.

9 After you post these stickers in your Instagram stories, your audience will respond within 24 hours.

10 Now collect all the answers and see which ones have a high percentage.

11 Lastly, you'll find the right audience, which will like your content as it is.

USE MARKETING PERSONAS:

12 Another way to find the best audience is to create marketing personas.

13 First, think about who would like to have the content that you've created.

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After this, create a list of audiences based on their age, location etc.
- 15
And then start making content keeping this ideal audience in mind.
- 16
These marketing personas will help you in making the most liked content.
- 17
You can also research your content and find an audience for your site by creating the most trending content.
- 18
Finally, include the buying process in the personas, if you're selling something as it will give you the audience who wants to buy your products.

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