



Checklist 2 - How To Find Your Target Audience

Project Name: _____

Date: _____

Yes No

You might be creating content regularly to get engagement on your site, but is it really that meaningful for your audience? You need to have an idea about what kind of people you're targeting for the promotion of your work. Finding a target audience is a tricky task so you can simply follow the steps below to know the basics of finding the target audience:

Arrange Surveys:

1

The first thing that you can do is to conduct surveys about your products.

2

You need to ask everyone joining your site to take these surveys.

3

While doing these surveys, keep them short, and host giveaways as well for every survey one takes.

4

The basic purpose of these surveys would be to know the likings and non-likings of your audience and to know your target audience and what they want.

Making Use of Google Analytics:

5

The next step is to take a little help from Google analytics.

Notes

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6 Create an account on Google Analytics and add a dashboard that will show all the stats about your audience.

7 This way, you'll be able to find your target audience more easily because the final results will be based on age, gender and location etc.

Use Facebook Insights:

8 To do so, you first have to go to the Facebook page of your brand.

9 There, you'll see the option showing "Insights"; you have to tap on it.

10 The next step is to choose the option showing "People" from the drop-down menu.

11 Now you can easily see the types of audience that you have and what they share in common and which one of them are more active.

Choose your Best Content:

12 In this step, you'll have to avoid the mistake of choosing such content which provides low engagement.

13 First, analyse your audience using Google analytics and get to know their wants and needs.

Notes

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Now you have to create content which is in correspondence to your target audience desires.
- Get Feedback:**
- 15
You'll never be able to get good engagement unless you get feedback from your audience on a regular basis.
- 16
For this purpose, create emails asking for feedback about your work and send those to your target audience. This way you'll find your target audience which would be liking your work.
- 17
Target your audience in a way that you know which ones are cold and are not showing interest in your posts.
- 18
You can use Ads manager to learn about your audience interests and target them accordingly.

Notes