

## Creative LifeSense Social Media Help

# How Targeted is Your Target Audience?

Advertising to everyone likely means you reach no one.

People are so used to seeing advertisements that they tend to ignore the overly generic messages that inundate their email inbox, billboards they drive by, radio stations they listen to, magazines they flip through, and especially Internet sites they frequent. Today, people expect to encounter advertising, so the goal is to figure out how to advertise *with* your customers.

Your target audience is looking for you - they just don't know it yet. In order to help them find you, you need to target who your audience is; in other words, you need to understand who it is that would be looking for the information on your site.

## Who is Your Target Audience?

It's relatively simple to determine who your target is and what they want.

It just takes a bit of planning to begin it well to make pay off in the end.

Here are some quick and easy steps to help you in this process.

## Growing Your Target Audience

**Network.** Your friends, family, co-workers, and acquaintances are invaluable resources when trying to figure out who your target audience might be. Ask them questions about what they might search for in your targeted topic, what they're looking for, what they wouldn't look for, etc. get on and join clubs, groups and organizations that are related to your industry or type of interests.

**Research.** Check out your local competitors. What are they doing better than you? Pursue your industry trade newspapers or magazines that pertain to your particular topic, or read newspapers online to you have a healthy stock pile of information to share in tips, helps, suggestions and info you can exchange. See what the industry "buzz" is about. You might want to think about subscribing to these resources if your topic is one that relies on current, changing information. Sharing this info will make you more of an authority and be able to offer more helpful information and better promote how your products and services fit into their interests.

**Join.** The Internet is an utterly fantastic resource for topic research. Browse around for discussion groups talking about your type of products or services. Locate groups with related interests. See what is important to them and what people are talking about. Look for groups that have a lot of members, and keep track of the subjects discussed. Posting relevant comments makes you a member of the group. Exchanging info with them, befriending them! Be sincere and focused, not pushy, or sales driven here.

**Record.** Keep a list of these sites, discussion groups and online locations for future invitations and posts. Collect the emails and names to build your invitation and email lists. Add these to your network and social media sites to invite and share your posts, messages, offers, advice, discounts, etc. There are no restrictions on inviting or sending emails, as long as you are not spamming. You must provide a way for your recipients to opt-out of your list.

Need assistance building your audience? We specialize in local businesses understand and master strategies in connecting with local consumers by establishing a strong social media presence. Contact us at [contactcls \(at\) creativelifesense.com](mailto:contactcls@creativelifesense.com) or call (805) 244-1727 for more information on our services and a free quote.