

Know Your Audience

PURPOSE

Identify those audience(s) who can help accomplish your objectives.

STEP ONE

ASK: Who do I need to communicate with to do my job?

ASK: If you were featured in the NY Times, who do you hope will read the piece?

ASK: What action are you hoping they take after reading?

STEP TWO

Prioritize your entire list in order of who is most important to your objectives. We want to identify the top 4 audience members.

STEP THREE

Answer for the core audience with the most influence over your objective.

ASK: Who do you need to persuade to succeed?

ASK: What do they want? What do they want from you?

ASK: What motivates them?

ASK: What are the barriers to adoption? What reservations do they have?

STEP FOUR

Identify the channels.

ASK: Where is your audience online? (Not just Facebook, but what specific groups?)

ASK: How do they consume media?

ASK: How do they want to communicate?

ASK: How frequently?

ASK: What do they want to know?

ASK: What information do they trust?

ASK: Who are their trusted sources? Who do they most respect?

ASK: How do they see you? Why do they trust you? How do you maintain that trust?

ASK: What information will help improve their lives?

ASK: What events/conferences do they attend?

NOTE: Start with best guesses. Research into each area will enhance this work but make some educated assumptions to point us in the right direction.