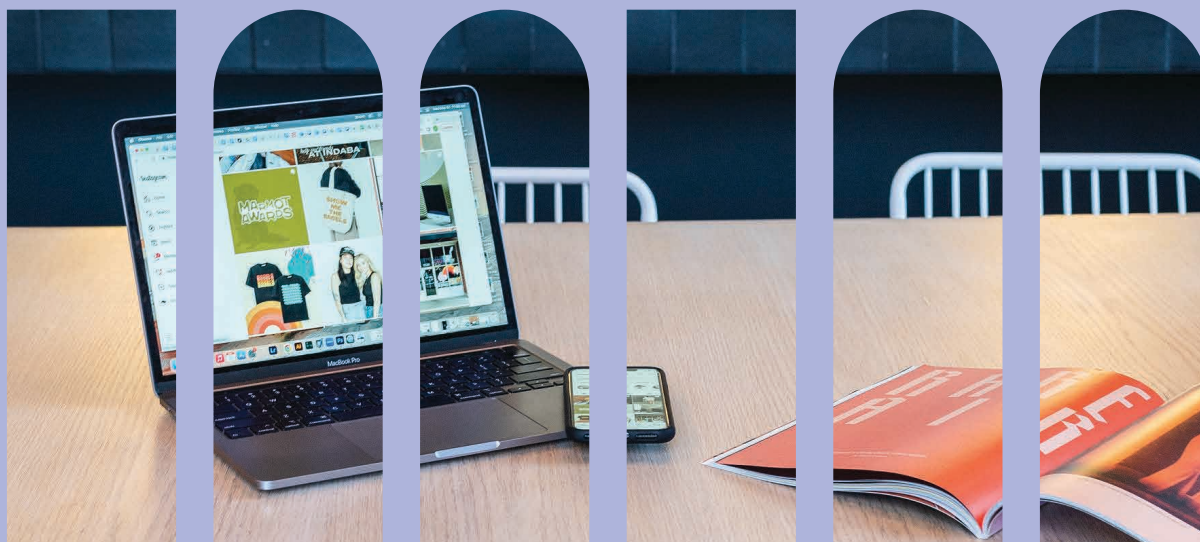


MAKER



UNLOCKING YOUR

Target Audience Workbook



A PDF DOWNLOAD FOR
FINDING YOUR PEOPLE

MADE

First things first,

We want to work to identify your target audience by answering the following questions. If you're feeling overwhelmed, just stop and think about a client or customer that you've really enjoyed working with in the past.

Specifically, this is the person who is your business's biggest fan. Someone that loves your products or services, engages with you online, buys everything you have to sell, and spreads your name around to their friends and family.

So, with that person in mind,

Let's answer these questions.

+ GENDER?

+ AGE?

+ WHAT IS THEIR FAMILY SITUATION? SINGLE, MARRIED, KIDS?

+ EDUCATION LEVEL? INCOME STATUS?

+ WHERE DO THEY LIKE TO SHOP?

+ WHAT SOCIAL MEDIA PLATFORMS DO THEY PREFER?

+ WHAT DO THEY VALUE FROM A BRAND?

+ WHAT ARE THEY LOOKING FOR ON SOCIAL MEDIA?

+ WHAT ARE THEIR FEARS/FRUSTRATIONS RELATED TO YOUR INDUSTRY OR PRODUCT?

+ WHAT IS A "GOOD BUYING EXPERIENCE" FOR THEM RELATED TO YOUR INDUSTRY OR PRODUCT?

+ WHAT QUESTIONS MIGHT THEY HAVE RELATED TO YOUR INDUSTRY OR PRODUCT?

Okay, next up!

Now that we've talked about your dream client, their aspirations, needs, and questions, it's time to dive into who already follows your account! Pull up your analytics, head to the followers section, and let's take a peek at how you measure up compared to your dream customer —

+ NUMBER OF FOLLOWERS: _____

+ TOP LOCATIONS: _____ %
_____ %
_____ %

+ TOP AGE RANGES: _____ %
(ALL) _____ %
_____ %

+ TOP AGE RANGES: _____ %
(WOMEN) _____ %
_____ %

+ TOP AGE RANGES: _____ %
(MEN) _____ %
_____ %

Conclusion

We hope that taking a look at your dream client, your current feed, and analytics have given you a good idea of how you might pivot your content in the future

*BUT, we don't want to
leave you hanging...*

So, if you're ready to step up your social game AND you need a little more help, we're here for you. You can get a hold of our entire team at —

WWW.MAKERANDMADE.COM

And for more free things & downloads, visit —

WWW.MAKERANDMADE.COM/RESOURCES

