

WHO REALLY IS YOUR AUDIENCE?

WHAT CAN YOU LEARN ABOUT YOUR AUDIENCE THAT WILL HELP YOU CONNECT WITH THEM?

- What are their demographics?
- Literacy levels? Education?
- Level of interest?
- Values? Community affiliations?

TYPES OF CHARACTERISTICS

- Demographics
- Motivators
- Interests
- Levels of trust
- Levels of engagement
- Daily routine

TARGET AND TAILOR YOUR MESSAGE

Get creative when crafting your message and think about what is

- Current
- Classic
- Cliché
- Culture, Pop



AUDIENCE PERSONA

CHOOSING THE RIGHT CHANNEL

What channels do you have?

- Newsletter, email, intranet, posters...

What channels **SHOULD** you have?

- Employee survey, customer polling, find out what people want!

SAMPLE PROFILE DATA

- **Age** (average/generation)
- **Gender** (male/female)
- **Personal** (married/single)
- **Location** (urban/rural)
- **Occupation** (white/blue collar)
- **Trust level** (what is their trust level? high, low, medium)
- **Values** (what do they value? money, family, work)
- **Motivators** (what motivates them? intellectual and emotive connections)
- **Influenced by** (peers, media, family...)
- **Affiliations** (communities and associations...)
- **Communications preferences** (way of receiving communications, online, phone, print...)
- **Interested in** (points for commonality, environment, education, family, business...)