

NEWSWIRE

# Target Audience

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SMART START

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**3 proven ways to find your target audience**

## Thank you for downloading the **Target Audience Smart Start**.

Business owners are in the business of solving problems. But whose problems, exactly? Determining your target audience is essential to ensuring the right tone and messaging is used across all mediums.

### Who are you talking to?

For a business to be effective, its product or services need to address a specific demand within a target market.

That target market, or audience, is simply the customer base your business wants to sell its products or services to.

Knowing how to find your target audience is essential in making the most of your media and marketing communications efforts.

**In order to better help your target audience, there are a few important things you need to know:**

- Where do they spend time online and offline?
- What's their preferred method of communication?
- What kind of lifestyle preferences do they have?
- What pain points do your products or services address?

For example, it wouldn't make sense for pet food companies to market themselves to individuals or families that don't have pets. **For a pet food company, their target audience may look something like:**

- Individuals 18-24 years of age outspend all other age groups (*source: petfoodindustry.com*)
- Average income of dog owners is between \$60,000-\$99,000 (*source: avma.org*)
- Most likely males (*source: Statista*)
- More than likely frequents Instagram in their downtime (*source: Sprout Social*)

This information was pulled from just a few Google searches and applying a similar strategy can help any new business get a better idea of where they should begin.

Knowing how to find your target audience can lead to better results when it comes to targeting for both media and marketing campaigns.

## Understand the Demographics

Information is everywhere. When you have a website, a presence on social media, publish press releases, or upload videos, you're met with a wealth of metrics that can be leveraged to help further your reach.

These metrics often include demographic data, which provides a unique look into what specific groups of people are engaging with your content. Groups are categorized by segments such as age, ethnicity, gender, education, income level, and more.

It's up to business owners to determine which metrics make sense for their business. And, the more accurately you can target and segment your customers, the better your messaging will be, and the higher the likelihood those customers will engage with your business.

## Research Your Competitors

Your business will have some competition and more times than not, they'll have a similar customer profile as you. That being said, pinpoint your competitors and take a look at the messaging on their website and social media. Furthermore, uncover which channels they're utilizing. Is it social media? Press release distribution? Email Marketing? A combination of these channels?

## Listen to Customer Feedback

Customer feedback is an invaluable resource. This can come in the form of testimonials, online reviews, and direct word-of-mouth referrals, among others. Customer feedback provides an unbiased, third-party perspective of your business that's often helpful to identify some weaknesses and areas of improvement.

Acknowledging and responding to feedback is also critical. To take it a step further and to build trust with your target audience, you can apply the feedback you've gathered and make the necessary changes. This shows your company is paying attention and values constructive customer feedback.

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