

Do you know who you're speaking to?

Integrated Advertising: Target Audience

Audience segmentation



Demographics

Demographics is broadly a particular section of a population. You can segment your target market using demographics such as age, location, gender, marital or family status, occupation, income level, education level, etc

Segmentation

Demographic segmentation is a type of market segmentation according to family size, religion, gender, age, ethnicity, education, and even income. ... for example, your advertising may want to target a middle-class single BAME males with a high school education.

Know your niche

To build a solid foundation for your advertising communication and your business, you must first identify your typical customer and tailor your advertising and marketing accordingly.

No one can afford to target everyone efficiently or effectively. So you can't afford to be generic. Therefore, your audience needs to be broken down into significant niches to ensure your advertising is both powerful and relevant.

Competitor Activity

One thing that can help is to check out who your competitors are targeting. You can then modify your messaging to reach a niche audience they may be overlooking. This will also mean significantly that there is less competition for their attention

Psychographics

Psychographics are the more personal characteristics of a person, including:

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior

Where can I find this information?

Search online for research others have done on your target.

Search for magazine articles and blogs that talk about or to your target market.

Search for blogs and forums where people in your target market communicate their opinions.

Look for survey results, or consider conducting a survey of your own.

Ask your current customers for feedback.

Use library resources, ask your client, study demographics.

Check magazine, journals and newspaper demographics.

Look for government sources of data such as the ONS.

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Studio task