



**the social brand**  
content driven marketing

# Identifying Your Ideal Audience

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# Identifying Your Target Audience

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The first step in this process is to identify what people or companies need your products or services.

But, the next step is to identify of those people and companies, who your IDEAL audience is. Ideal being the key word. Ideal means the people or companies who:

- you or your team enjoy working with
- get the best results from working with you
- you or your team can provide the best service for
- you're most profitable working with
- align with your values
- value your work or product

As a business owner, you may add other things to that list of what it means for someone to be an ideal client. That's the purpose of this exercise - **who is your ideal client?**

Once you've defined what it means for someone to be an ideal client, we recommend breaking things down even more into segments. Segments of customer personas based on demographics and/or challenges.

A customer persona is a fictional character that represents a segment of your customer population as realistically as possible. This character should be well defined when it comes to:

- Gender
- Age
- Marital Status
- Location
- Personality
- Main Goals & Aspirations
- Main Problems & Challenges
- Hobbies
- What do they value
- What kind of experience they're looking for
- How your offering solves their problem or challenge

We typically recommend breaking your ideal customers down into a minimum of 3 segments. For a larger business, you may have up to 5 customer personas.

The more detail you have into who your customer personas are and the psychology of their interaction with your brand's solutions - the easier it will be for you to develop messaging that targets them in future steps. You really want to dive deep into their "why" when it comes to purchasing your solution.

## Identifying Your Target Audience

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Once you have identified who your target audience is and broken this down into detailed segments, or customer personas. It's important to quantify your market size. This will give you solid data to base your plan off of. Understanding the potential client base of your produce or service will give you the chance to understand the potential of your business.

There are many tools you can use to gain access to this type of information. We highly recommend that you check with your local resources to see what may be available to you for free! Centers such as your local chamber of commerce, local library system and even local entrepreneur centers often have access to resources that members can take advantage of for free.

We recommend utilizing some of the following tools available:



Our favorite tool being ReferenceUSA for B2B information, if you can gain access to it. However any tool that helps you quantify your target market is a great place to start!

# Ideal Client

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<i>Name of Fictional Ideal Client:</i>		
<i>Gender:</i>	<i>Age:</i>	<i>Marital Status:</i>
<i>Occupation:</i>	<i>Income:</i>	<i>Children:</i>
<i>Location:</i>		
<i>Personality:</i>		
<i>Main Goals &amp; Aspirations:</i>	<i>Main Problems &amp; Challenges:</i>	
<i>Hobbies:</i>		
<i>What does she/he value?:</i>		
<i>Causes she/he supports:</i>		

# Ideal Client

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*What does she/he value:*

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*What do they do for fun? What are their hobbies?*

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*What platforms does she/he visit: (circle all that apply)*

LinkedIn / Facebook / Instagram / TikTok / Pinterest / YouTube / Snapchat / Other: \_\_\_\_\_

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**Trusted Marketing Channels:**

When making buying decisions, what sources do they trust (e.g. influencers, google, niche blogs, etc.)?

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**Rank her/his priorities and preferences:**

Price

Cash

Self-Serve Process

Quality

PayPal

Hands-On Experience

Service

Credit Card

Hybrid Approach

**Comments/Notes:**

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**Trusted Marketing Channels:**

When making buying decisions, what sources do they trust (e.g. influencers, google, niche blogs, etc.)?

## **Size of Ideal Audience**

Find out the size of your ideal audience. Break it down by vertical and total audience.

# Your Ideal Audience's Pain Points

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Now that we've identified who our ideal audience is, it's time to dive into what really drives them. In order to fully understand this, we must understand that people spend money to avoid or end pain. In marketing lingo, this means we're going to identify our customer persona's pain points. In layman terms, this just means the areas in your audience's life that are uncomfortable or painful. Once we know the areas in their life that are uncomfortable or painful, we should have the answer (our solution).

Ideally, the pain points you spell out will directly correspond with your offering. But you must be honest with yourself as you complete this exercise. If the pain points don't correlate directly - now is the time to discover that!

As you describe their pain points, make sure to use their language to describe the uncomfortable or painful areas of their lives. This is vital to exercises we will complete in future courses. (We will use this language to craft our message in a way that connects with them.)

If you don't know their pain points - ask them! Your customers are your best resource. Offer to buy a cup of coffee and interview a few of them, send out a survey... whatever you need to do to get real insights into who they are as people.

# Your Core Offerings

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With a solid understanding of who your audience is and what their needs are, we can establish if your core offerings are correct. It is mission critical that your audience's pain points and your core offerings deeply align.

What to do if they don't align:

- Adjust who your brand is targeting
- Adjust your core offering

These are the two options! But misalignment in this area is next to impossible to overcome.

# Core Concept

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*Identify what pain points you are solving for your ideal audiences below.*

*List out your core products or services below.*

# How to Find Your Ideal Audience

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Our next step together is to identify where we can find our ideal audience both physically and digitally.

We want to know all of our options when it comes to opportunities to connect with our ideal audience. So, here are a few prompts to consider when completing this exercise:

- Which social media platforms are they active on?
- Where do they find their music?
- Where do they get their news?
- Who is helping them make their decisions?
- Where are they going for their entertainment?
- What resources do they use for their job?
- Where do they shop?
- What podcasts do they listen to?
- What magazines are they reading?
- What events are they attending?
- What groups are they a part of?
- What influencers do they listen to?
- What hashtags are they following?

As we've talked about in previous sections, there are tools available to help you track down this information. Tools like PEW Research Center that helps us understand the primary demographics of social media platform users are excellent.

However, the most valuable tool you have is your audience. Ask them! Typically, a few long format conversations will help you identify trends. However, surveys are an excellent tool to help you identify trends as well.

# Market Position

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We now have all the information important to identify how we should identify your organization's brand.

Positioning is a strategy that will influence how people perceive your solutions and what experience they'll have with your brand.

You want to position your brand as the type of experience that your audience is looking for. For example:

- A car manufacturer may position itself as a luxury status symbol
- A tech company may position its widgets as the most innovative and cutting-edge
- A grocery store chain may position itself as the provider of affordable food

You will typically find the answer to how to position yourself in your audience's pain points. Some examples of ways to position your brand are found below.

- Cutting edge
- Efficient
- Luxurious
- Simple
- Customized
- Authoritative
- Approachable
- Understanding
- Tough/Gritty
- Dependable
- Discrete
- Glamorous
- Down to Earth
- Guided
- Easy

Use the second half of the following worksheet to list out how you should position your brand to appeal to ideal audience. If you get stuck on this section, as always - it's a great idea to simply ask your ideal audience what type of experience they're looking for from your brand.

# Core Concept

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*List out the places that your ideal client is spending their time both digitally and physically.*

*How to position brand.*