

AUDIENCE TARGETING WORKSHEET

Sample Target Audience Worksheet

Your target audience is a specific group of people at which your social media marketing is aimed. Answer a few questions to create target audience segments, then use to develop relevant content that meets their specific needs.

Example: Dolores River Boating Advocates. Rather than providing a blank template, we used DRBA as our case study to provide a hands-on example to give you ideas for your own strategic planning.

What is the typical age range of your audience? (Keep the age range between 10 - 20 years)

Existing: 35 – 44 and 45 – 54

Reach: 25 – 34

What is their gender? If your profile includes both men and women, consider breaking into two segments.

60% male

40% women

Where do they live? Pinpoint a specific city or neighborhood. Look beyond your local community, for example visitors. Where are they coming from?

Montezuma and La Plata County, Colorado

Western Slope and Front Range (regions), Colorado

Utah - Moab and Salt Lake City

Flagstaff, Arizona

Idaho and Montana

Interior mountains

What is their race or origin? Be sensitive to cultural nuances and use appropriate messages.

Currently mostly white

Reach: Hispanic and Native American cultures

Identify the characteristics or psychographics of your target audience:

Hobbies – What do they do for fun?

- Rafting
- Fishing
- Kayaking
- Mountain sports

Interests – What are they most interested or excited about?

- Rafting
- Kayaking

- Hiking
- Camping
- Traveling from place to place

Where do they go for news? What websites do they read and trust?

- Facebook
- NPR
- Local / Region: Cortez Journal, Durango Herald, High Country News
- Podcasts
- Would like to understand more about visitors outside the local area

Tip: Work with local tourism and visitor boards. They are likely to have demographics and insights, and will share it with your organization free of charge.

What are their biggest fear/anxieties and how can you help with that?

- Not knowing the Dolores flows / Post up to date spill info
- How hard a rapid is / Tips to boat more and gain experience
- Where places are on the river / Sell or provide maps and guides
- Can they take their kids? / Provide info about kid friendly stretches

Who will benefit from protecting your National Conservation Lands?

- Boating enthusiasts, local community and tourism industry
- Those of us using the land today
- Future generations - 50 yrs, and 200 yrs
- Flora and fauna
- Local, state tourism industry
- Potentially land owners near the NCA

What does your target audience know or believe about your organization?

It's complicated. Some think we just throw a party and try attracts tourists to boat on the Dolores, which is not the case. Others know we work on access issues and provide other benefits.

What messages or information will influence them?

We sit at the table and negotiate the best flow regime for boating and ecology that is possible. Some know we work on access issues. Some know we take kids boating for free.



**CONSERVATION
LANDS
FOUNDATION**
Respect. Protect. Explore.



**FRIENDS
GRASSROOTS
NETWORK**
for National Conservation Lands

www.conservationlands.org