

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.

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

Existing:

Reach:

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

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

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

Identify the unique characteristics or psychographics of your target audience:

Hobbies – What do they do for fun?

Interests – What are they most interested or excited about?

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.

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

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

Who will benefit from protecting your National Conservation Lands?

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

What messages or information will influence them?



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