



Share4Rare

Tools & Templates

Target Audience

Purpose

A target audience is a specific group of people with shared interests, goal or characteristics that are most likely to be interested in your advocacy. By defining your target audience, you get to know them and can focus your strategy, tone and content of the message. This tool gives insight on who your target audience is, and how to understand what they want you to solve.

What is a target audience?

First things first: your target audience is not the same as your stakeholders. Audiences are receivers of the message, you disseminate a message with the only goal for them to listen. Stakeholders are people or organisations that are impacted by the decisions or actions your organisations make, actively participating in your reputation management. The goal of this tool is to define to whom we will share our message to create awareness, not to balance their various interests.

Identify your target audience

Define the challenge

Start with defining the challenge for your advocacy, or the problem that you want to solve. This gives insight in the people that suffer now, and will benefit when this problem is solved.

Conduct research

Research websites and social media profiles from your competitors to sketch a picture of who you're talking to. Determine the scope of your target audience: is it broad (e.g. the global SMA community) or a niche market you're targeting (the French Duchenne families)?

To check if you have identified your target audience, you can answer the following questions:

- What is the problem you want to solve?
- Who is most likely to suffer from this problem?
- Who are my competitors?

Analyse your target audience

To gain a deeper insight into your target audience's motivations and behaviour, an Empathy Map can be used. The map can be used to analyse your target audience, and is originally created by Dave Gray. It can represent a group of users, just like a user persona can do. You can do this as an exercise in a group, or create this during multiple conversations with your target audience, creating an overview of their needs and thoughts.

Empathy Map

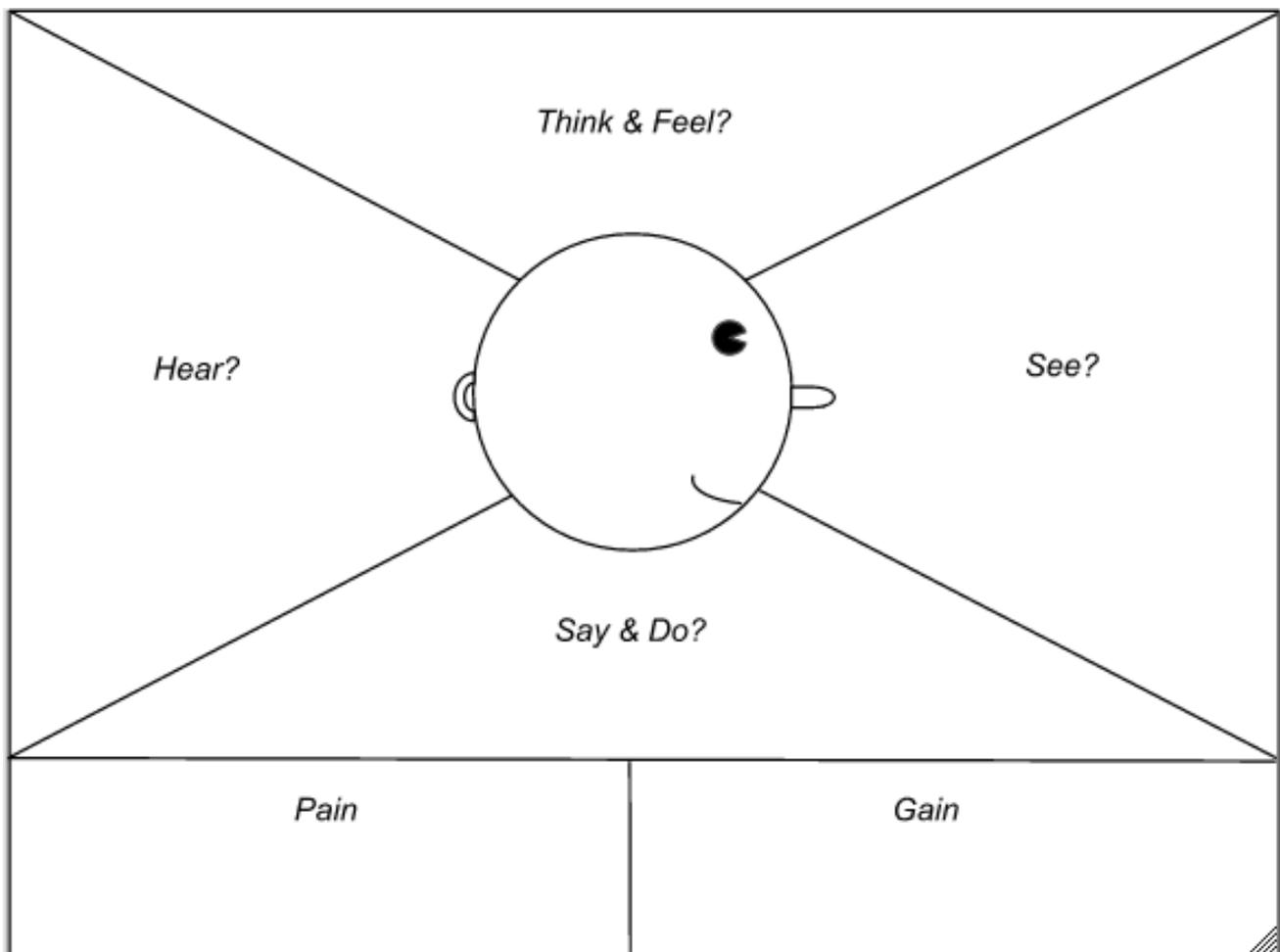


Image source: <https://www.solutionsiq.com/resource/blog-post/what-is-an-empathy-map/>

Name & Picture

Get a team together, and ask them to bring any pictures, data or insights about the target audience. Print out or sketch the Empathy Map template, and start by writing down the name in the middle of it, add demographics and describe him/her with keywords. If you have pictures, place a picture in the middle to give your target audience a face.

Thinking & Feeling

Next, fill in what the user is thinking and feeling. Try to describe their attitude and behaviour, how they behave towards others. Try to be as specific as possible to create a tangible person.

- What triggers him or her?
- What really matters?
- What are his/her worries, aspirations?

Hear & See

- What does this person hear in his or her environment? This can be with friends, family, in (social) media and advertising.
- What does he/she hear from friends/family/colleagues/influencers?
- What do influencers say to him/her?

Say & Do

Next step is to determine how this person influences others. Try to answer the following questions:

- What is a typical quote from him/her?
- How does he/she behave towards others?
- What is their attitude?

Pains & Gains

When you filled in the upper side of the Empathy Map, you can analyse and define the frustrations, obstacles and emotional or functional needs your persona needs. Questions that can help you with this are:

- What frustrates him/her?
- Where would he/she likes to be?
- Where is he/she moving away from and towards to?

Validation

With the outcome of this exercise you have a better understanding of your target audience's' needs and behaviour. The best is to have multiple Empathy Maps, since you oftentimes have more than one target audience to focus on. Final step is to talk to your target audience, and validate the persona you created. Based on the feedback you get from talking to them, you can further define your persona. Use the persona to review your strategy and objectives, and evaluate if there are any misalignments that need to be addressed, and if any needs are still unmet.