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The Digital Dose.

Marketing to Your Tribe.

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The Importance of Finding your Audience.

Defining your target audience and working to understand them is the most important stage of your marketing strategy. This is the bedrock of all of your marketing activity; it dictates where you need to target potential customers, with what message, at what time.

Not only is this key to your marketing activity, but it underpins your entire business; your product or offering has to appeal to a certain audience to be successful, so this stage is about working out who those people are and how to reach them.

The first thing to understand is that your target audience isn't "everyone" or "anyone"! You'd be wasting a lot of marketing budget if this was your plan.

You have to be able to identify and understand your particular niche so you can better target them.

You're also not excluding people by only targeting a niche, it's just about giving you a focus and it's much more affordable and efficient to target people this way.

The more in-depth you can understand your audience, the better you'll be able to target them and the higher your conversions and ultimately, ROI, will be.

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Defining Your Target Audience.

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Defining Your Target Audience.

Your target audience are the people most likely to buy your product or service, this is the specific group of people you want to reach. They can usually be defined by common characteristics in terms of demographics, but importantly, you'll want to learn about their common behaviours and interests too.

The more detailed you can be, the more likelihood there is of the audience converting. Make sure your target audience is based on extensive research however, they might not necessarily be who you want to reach or you think you are reaching – you might find your audience is totally different to who you intended your product / service for.

Remember that you might have different target

audiences as well. For example, you might be a travel company providing holidays for both young families and young couples, which means your messaging and potentially channels to market to them might be different, as different features and benefits of the holidays will appeal to each.

Start with your existing customers

The best place to start is to look at who is already using your products or services, what are the defining characteristics of your existing customers?

By gathering information on your current audience, you can identify and target people who fit the same mould.



Some data points you might want to pull out are:

- Age
- Location
- Language
- Education level
- Occupation
- Marital status
- Income level
- Stage of life

Another good data point to pull out is how they found out about your business, if you don't already track this, make sure you start moving forwards.

These are all data points that you can use to feed into your messaging and campaigns to make them applicable and relevant to those you're targeting, so each one is important.

Gather insights from Google Analytics

Dive into your Google Analytics account to assess the quality and relevance of your traffic. Take a look at the conversion rate of the audience by location, by technology, by traffic source, by landing page and so on – so you can piece together a better idea of where your most relevant traffic is coming from, as well as the journey they take to convert.

This gives you an indication of where to prioritise budget moving forwards, for example, if most of your converting traffic first comes from Instagram, you'd want to prioritise more budget towards this channel.

Discover more through Facebook

If you have a Facebook business page, you'll find Facebook Audience Insights within the Facebook Ads Manager. This will give you an overview of

your audiences as well as their interaction with your content on Facebook.

If you choose the option to look at the audience across Facebook as a whole, this will help you to determine the reach you could be getting with your content, and understand whether you're using the right messaging and targeting options.

You can narrow the audience down by specific demographics, for example the interests they have, which locations they're in (which is really useful if you have physical shops or you only deliver to certain locations).

Once you've chosen the demographics of your target audience, Facebook will show you the size of this audience and if you click on Page Likes and Top Categories, you can see what else this audience is interested in.

By exploring the Facebook pages of the businesses they like and follow, this can give you a bit of creative steer on what kind of post format and messaging works best to engage your target audience, so make a list of any commonalities.

Use insight tools

Google's [Find My Audience tool](#) is designed for audiences on YouTube, but it can give you some really good insights as to what your audience might be interested in, even if you're not planning to reach them on this channel.

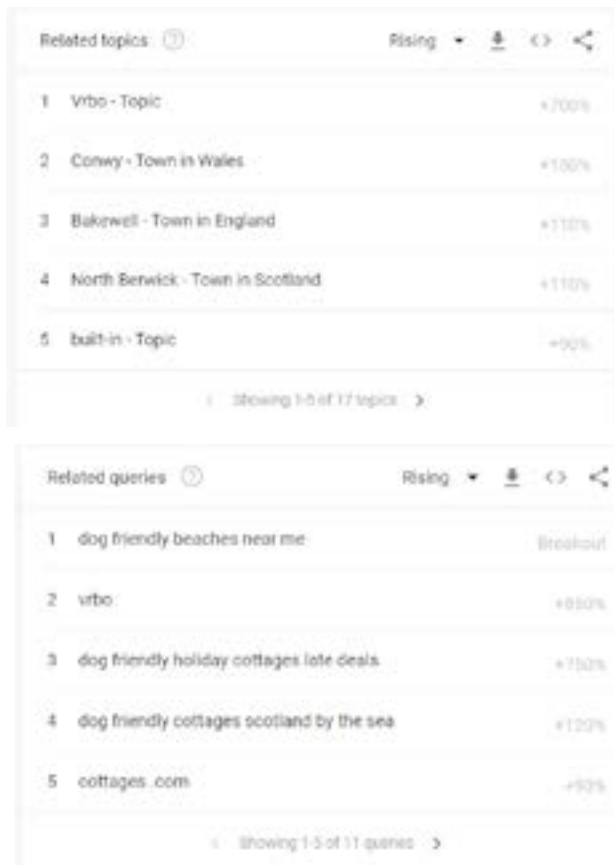
The [Office for National Statistics](#) is also a good place to delve into particular demographics in the UK, especially if you're wanting to target specific locations and want to learn more about the people living in that area.

[Google Trends](#) is always a good tool to use to give you more insight into what your audience is currently searching for. This is especially useful



when it comes to creating a content strategy, as you can see what type of questions are being asked around a particular subject, giving you a steer on creating valuable content to answer them.

Through this, you can also look at how often your competitors' products or services are being searched, as well as related queries around them. For example, if you search "dog friendly cottages", it'll give you a list of related topics and queries, giving you an indication of what content you could be producing to be valuable to this audience:



Place a LinkedIn tag on your site

This is particularly useful for B2B companies but can be helpful for B2C too. If you place a [LinkedIn insight tag on your site](#), you'll be able to uncover a wealth of details about the audience visiting your site.

Tying back to their LinkedIn profiles, you'll be able to find out job titles, industries, locations, seniority etc.

Your own research

Don't forget that within your company you'll have access to a lot of useful insight too, sit down with your sales team or customer services team if applicable, as these are the people who speak with your customers daily and will have a deep understanding of what they're like.

When do the sales team have most success with customers – through what means of communication? With what messaging? What resonates really well with them? What are the best times of the day to reach them? What features or benefits of your product or service appeals to them most?

“Within your company you'll have access to a lot of useful insight, sit down with you sales or customer services teams.”

Also don't forget that it's ok to speak to existing customers yourself, you could send a survey to a select few to ask them what they like about your product or service, what challenges they had with purchasing, how they found the buying process.

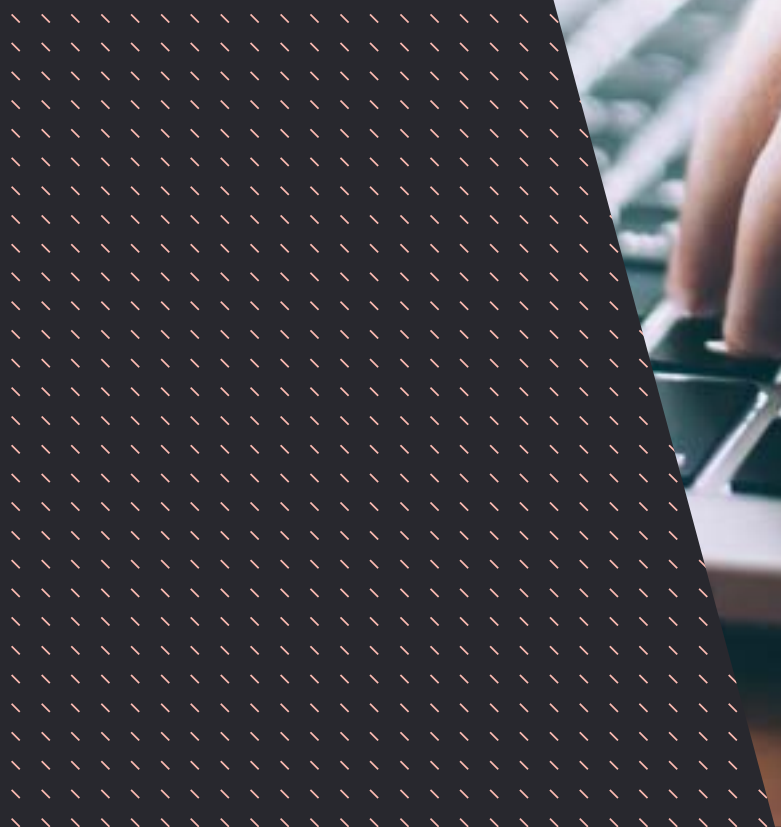
You could also ask them questions outside of this, including what interests they have, what publications they read, what social channels they like using and for what purpose.



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Gathering This Insight to Create Audience Personas.

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Gathering this insight to create audience personas.

So, you've gathered all of this insight, what do you do with it next? Create audience personas: these are fictional, generalised representations of your ideal customers. These help you to take all the customer data you've gathered and piece it together as fictional people, helping you to relate to your customers as people and making it easier for you to tailor your content, messaging, product development and services.

You can – and probably should – create more than one audience persona. It's unlikely that all of your potential customers are going to share the exact same demographics and psychographics.

This step now is about piecing together all of the insight and research you've done above to find commonalities and patterns.

Start with their demographics, what location do most reside in? What gender are they? What age? What's their marital status? Their income level? What industry do they work in? Do they have children?

For example, here you might have:

- Male, aged 36
- Married with two young children
- Lives in York, works in Leeds as an IT Manager, earning £40k per year

Next, do they have any identifiers in terms of media consumption and buying habits? For example:

- Researches holidays on the commute to and from work on weekdays on mobile phone
- Takes a look on desktop quickly during lunch break at work
- Uses Instagram for destination inspiration
- Consumes a lot of video content on Facebook
- Uses an iPhone 11





And now, what do you know about their lifestyle, hobbies and routine? For example:

- Likes going to the gym
- Gets the train to and from work
- Drives a Nissan Qashqai
- Supports Manchester United and watches football most Saturday's

What are their goals / their desires / motivations? For example, if you're a travel company – you might have discovered through your research what type of holiday motivates them.

- Family holidays in non-touristy locations
- Prefers to find villas or self-catering apartments
- Prefers flight and accommodation packages
- Wants a safe location
- Likes to book two holidays a year – one in the school summer holidays and one in February half term and likes to book at least 4 months in advance for each

Do they have any challenges or frustrations? For example:

- Really busy at work so doesn't have time to piece together different stages of a trip, prefers a package with airport parking, transfers etc.
- Doesn't want to pay over the odds for going away during school holidays
- Doesn't have time to look for activities for the children before going away

“Give your personas a fictional name to humanise them and help make them more relatable.”

Give your personas a fictional name to humanise them and help make them more relatable. You'll end up with something like this:



Example Persona: Simon

Bio:

Simon is a 36-year-old married father of two, living in a 3-bed terraced house on the outskirts of York.

He commutes daily on the train to his IT Manager job in Leeds where he earns £40k per year, leaving the house at 7:30am and leaving work at 5pm.

Interests:

- Football fan – supporting Manchester United and watching it on the TV most weekends
- Likes going to the gym 3 times a week
- Enjoys outdoor family days

Channels / technology:

- Uses an iPhone 11
- Consumes a lot of video content on Facebook
- Likes to look at travel destinations on Instagram

Goals / desires:

- A fun yet relaxing family holiday in a safe destination
- Wants two holidays a year during school holidays
- Likes to have space from other holiday goers and cater for themselves

Challenges:

- Affording two holidays a year during school holidays
- Time – with work, looking after the children and going to the gym – he has no free time
- Finding activities to keep two young children occupied whilst being able to relax with his wife

Buying behaviours:

- Researches desirable destinations on Instagram
- Likes to book holidays 4 months in advance
- Researches on mobile and buys on desktop



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How to Activate These Personas to Connect With Your Audience.

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How to Activate these Personas to Connect with your Audience

Creative and messaging

Look at the competition

Take a look at your competitors across the channels they use to market: do they look to be targeting the same market as you, and with what success? What posts of theirs get the most engagement? And indeed, which don't? All of this can give you some pointers as to what might work in your creative and messaging.

They might also be overlooking a niche audience which you've identified as a key one to target.

Define your features and benefits

Analyse your product and services, what features and benefits does it provide? And what people would benefit from these features? How can you match up these with the personas you've created? Can this audience easily afford your product / service? Will they see a need for it? Are they easily accessible –

can you reach them with your message?

Once you've identified your features and benefits, connect this with the personas and specifically, the psychometrics you've identified – particularly their motivations and challenges – to give you your messaging.

For example, if you were a travel company targeting our fictional persona Simon, you would target him with an image-led ad showing a villa near a family resort and a young family similar to his own enjoying the space, with messaging focusing on the safety of the resort and activities for young children to keep them entertained, as well as perhaps a payment option over a number of months to keep costs down.

Create content ideas

You should have enough information to piece together a loose content plan based on the challenges you've identified for your personas, as well as any information you've gathered on what people



are searching for and what questions they're asking around topics related to your product or service.

Decide on channels / medium

Now you know which channels your audience spend their time on, e.g. Facebook, YouTube etc., you can look to communicate your messaging on here, using the targeting options to reach them.

Also, if you've discovered they engage with images and video content, make sure you factor this into your marketing plan.

You might have found that they do most of their research and purchasing on their mobile phone, in which case, audit your mobile site to make sure the experience is as user friendly here as possible.

Create a Tone of Voice

Look at the brands and publications that your consumers regularly engage with. What tone of voice do they use? Is it formal or informal? Direct or chatty?

Once you have found the style and tone of voice that your audience responds well to, you can start to create your own.

Activating this messaging

With all of the information you've gathered on which channels they use at what stage of their journey and what media they consume – you should have a clearer indication of where to push your marketing efforts and your budget.

For example, if you know they consume a lot of Facebook content and roughly at what time and where, use the creative and messaging you've identified above to target specific demographics and interests through Facebook advertising, making sure it's reaching the intended audience.

You can also bring this knowledge into different channels of marketing: if you know your audience is searching for particular keywords, use the

content you've created answering their challenges / questions, and set up PPC campaigns to target these keywords with this content.

Use lookalike audiences

Lookalike audiences are really useful, particularly if you've done a lot of the above research to determine who your existing customers are, as you can feed in this information and find potential customers matching the same criteria.

Facebook is a great place to try this, you can base it on fans of your Facebook page, or visitors to your site: simply upload existing customer lists and it will create lists of potential customers who have similar characteristics and demographics, giving you a really clear indication of the potential audience you can reach.

The potential in remarketing

Particularly with more considered purchases, such as holidays or cars, most of the time it won't be a case of just one touchpoint working or one ad leading to a conversion. This is where remarketing can come in really useful. This is a way of connecting with the people who have already engaged with your ads or visited your website, but haven't converted.

This is really focused advertising to people who are further down the funnel and so more likely to convert, this makes it a really efficient use of your budget. You can change the messaging based on how they've interacted with you previously, so for example, if a person has added something to their 'basket' on your site but then left the site without purchasing, you can target them with specific messaging featuring that product to encourage them to come back and buy.

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Case Study: Fat Lad at the Back.

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Case Study: Fat Lad at the Back.

[Fat Lad at the Back](#) is a UK sportswear brand providing cycling gear in all shapes and sizes. The company name was a nickname for founder Richard Bye, who struggled to find cycling kit in the right sizes or right fit – so he did something about it and he set up his own company to cater for everyone.

Richard knew that if he was having this issue, others must be as well, so as well as opening his shop in his hometown of Ilkley, he set about creating an online community to reach similar people. Fat Lad at the Back has set up annual, highly popular events such as the Big Fat Bike Ride and FLAB social rides across the country, reaching similar people on a national scale.

Fat Lad at the Back has created a truly inclusive community, celebrating all body shapes and sizes and encouraging everyone to get on a bike – regardless of ability – and be proud of themselves.

This demonstrates how telling your brand story can help you authentically connect with your audience, telling them the “why” behind what you do, and appeal to their challenges, their motivations, and their needs (their psychometrics).

“Telling your brand story can help you authentically connect with your audience.”



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What to Action Now.

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What to Action Now: Key Takeaways.

1. If you don't already, get goals setup in your Google Analytics account (we can help with this if you're not sure where to begin) and start tracking how your users are behaving on your site.
2. Follow your competitors across their social channels and take a look at the type of messaging and creative they're pushing out, what do you like about it and what don't you like? This will give you a good indication of what works and what the opportunity might be for you.
3. Create a schedule for yourself to carry out as many of the research phases above as possible, and some time to piece it all together to find commonalities.
4. Use this data to create at least one audience persona, then take a look at your current marketing activity creative and messaging – does it match with what you've discovered about your audience?
5. If you haven't already, make sure you make the time to really distil your USPs and the "why" behind what you do, why does what you do matter to your audience?

If you'd like help with any of the above actions; whether it's setting up your Google Analytics tracking correctly, or helping you gather as many insight points as possible, please feel free to [get in touch with the team](#).

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If you need any help with any of the points raised above, the Wolfenden team would be happy to carry out a free audit of your current activity to uncover opportunities for your business to grow.

Get in touch to get yours.

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