



## Who is Your Customer? (Define your Target Audience)

When developing campaigns to attract new leads, customers, and members, it is critical to clearly understand your ideal customer. Having a clear picture of your ideal customer will help you build SMART goals and more effectively spend your marketing dollars.

Below is a list of questions to aid you in defining the customers you initially want to attract. Beginning with question #18, we also gather information about your industry experts and competition. Please add any additional information you believe essential in describing your ideal customer.

- 1) Male / Female / Both?
- 2) Age Range?
- 3) Marital Status (Married, Single, Divorced, Partner)?
- 4) Children? (if yes, how many?, Ages?)
- 5) Occupation?
- 6) Income Level?
- 7) Education Level?
- 8) Where Do They Live?
- 9) Own / Rent?
- 10) Languages Spoken?
- 11) Hobbies?
- 12) What TV Shows / Movies do they watch?
- 13) What do they read (magazines, newspapers, trade publications)?
- 14) What websites do they frequent?
- 15) How do they purchase products (online, offline, mix)?
- 16) What events do they attend (trade shows, cause related, sporting, the arts, etc...)?
- 17) Who do these customers follow (Ex: Are they Oprah or Jerry Springer followers?)



## Who is Your Customer? (Define your Target Audience)

- 18) Who are classified as experts in your industry?
- 19) Who are your primary competitors?
- 20) What are your competitors doing that you like? / dislike?
- 21) What people, companies, groups, organizations are similar to you?
- 22) Additional Information?