

## Attracting Support from Target Audiences

In marketing terms, supporters are collectively called a **target audience**.

A target audience is a group of people with a particular persona and accompanying approach to life. A persona is made up of many individuals who share demographics, interests, and ultimately have a collective vibration. For example, a yoga center may list its three audiences by giving each one a name, and describing their persona:

- **Current Supporters:** Yoga lovers and practitioners, people who come to class regularly, have a basic knowledge of yoga philosophy and see yoga as a lifestyle.
- **Likely to Become Supporters:** People who are health-conscious, practice yoga here and there, but are not committed to daily practice.
- **Potential New Audience:** Busy people with lots of stress, individuals who know yoga is good for them but haven't tried it yet.

It is best to stick to about three target audiences, or for some organizations, to focus on just one audience that shares your values and is deeply searching for the same thing that you are offering.

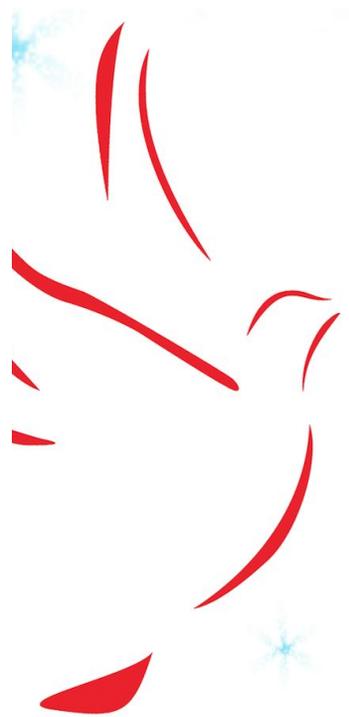
Although individuals within your selected audiences will have varying approaches to life, understandings, motivations, and interests, the key strategy is to find the common underlying theme that is shared by all of them. One that is unique to your service and, again, speaks to their heart.

Note, however, that you may need to reach (market to) each audience in a different way. Learn how to market to each target audience and choose several to focus on intensively. By working with your audience directly on your marketing messages (see section on *Marketing Research*) you will understand how to individualize the way you connect with each one.

### PRACTICE EXERCISE:

Start by bringing to mind two groups of supporters: The first group is those whom you know to be your current supporters. The second is those who have similar core values or ideals as your endeavor, and the potential to become supporters.

Second, list the characteristics of these two groups in detail; one list per group—each with information like demographics, interests, where they go to find information, cares and concerns of daily life, struggles, motivations, and areas of knowledge and areas they want to learn more about.



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Now answer the following questions, while going deep into their frame of mind:

- What is most important to you in life?
- What motivates you to take action and do something new? Making your biggest, life-changing decisions, for example.
- Why do you want to hear the purpose of this endeavor?
- What is it about its message that you relate to the most?

And finally, think about what content you can provide each of these audiences relative to what its members will be searching for online:

- What are my biggest questions? Where will I go for answers?
- What do I want to learn how to do? And where would I go to learn new information?
- What are my greatest needs? And who do I trust to help me find solutions?
- What motivates me? What core values do I relate to in life-changing and inspiring ways?

If you can correctly identify the needs of your audience, and find a way to support them, they will support you in turn.

\*This may prove the most important question you ask!!! Why? Because from this answer, you can design an entire marketing plan for success!