

# How to Determine Your Target Audience

A step-by-step guide  
on how to focus on the right  
audience.

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# Hello and Welcome!

Do you struggle with reaching the right social media audience? This E-book is for you.

# HOW DO I KNOW IF AM TARGETING THE RIGHT AUDIENCE?



**Here are a few ways to know if you are targeting the right audience**

- If your content gets engagement e.g. likes, shares, comments.
- If your content is able to generate leads in form of inquiries.
- If your content is able to generate sales.

# How To Determine Your Target Audience

Fill in the following demographics of your ideal customer

**Age**

**Location**

**Job title**

**Average income**

**Buying behavior**

**Interests and Activities**

# Understanding Your Customer Needs

## EXERCISE

**What is your customer pain point?**

**What is your customer goal?**

**How can your product or service help?**

# Notes

*Thank you!*

I hope this exercise helps you to determine your target audience.



Do You Need More Help?

**Schedule a Call**



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