

Identifying Target Audiences

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Why does targeting and messaging matter?

- Reaching target audiences through specific messaging is how we execute successful campaigns
- Budgeting and time constraints limit the number of people a company/organization can reach
- Where organization/companies tend to go wrong:
 - They want to communicate their message to audiences that won't be beneficial to the company
 - They don't cater the message to specific audiences
 - They want to reach "the general public"



Situational Theory of Publics

- Developed by Grunig and Hunt
- Nonpublic: no problem/opportunity is recognized or exists
- Latent public: problem/opportunity is there but the audience is unaware
- Aware public: the audience recognizes the problem/opportunity but don't have the means and/or the drive to take action
- Active public: the audience recognizes the problem/opportunity and wants to take action



How to Specify Your Target Audience

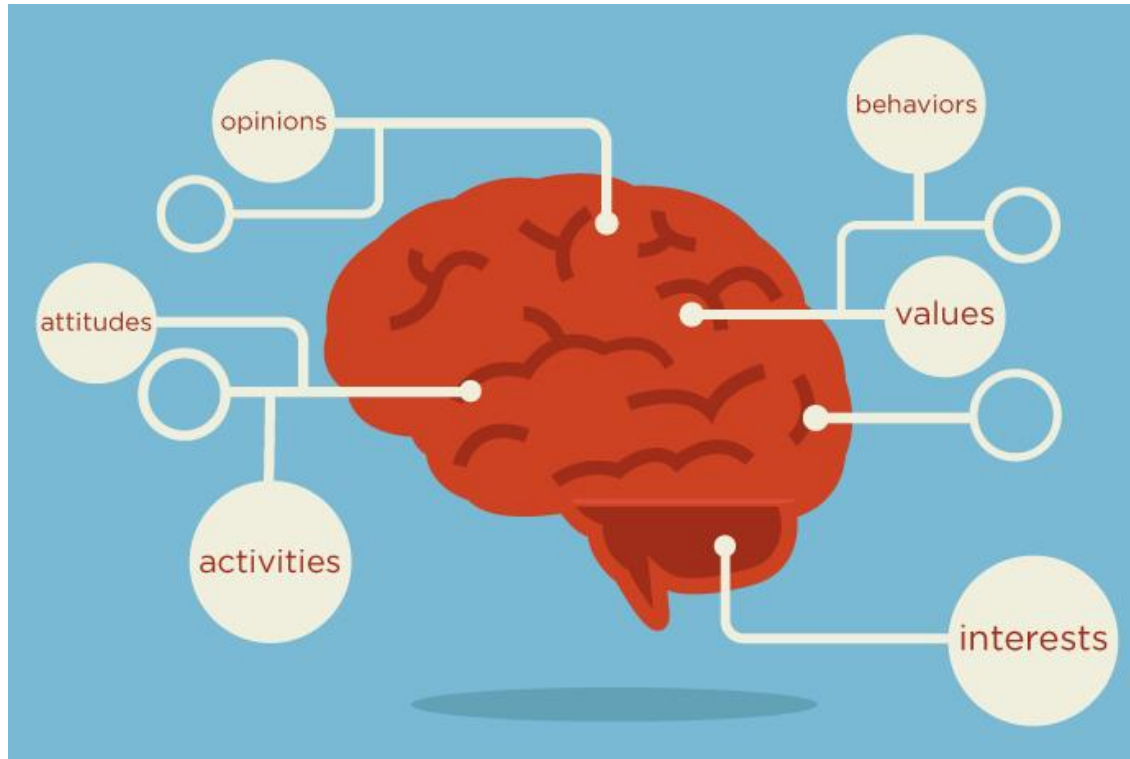
- Demographics
- Psychographics
- Geographics
- Media Usage



Demographics

- Gender
 - There is a lot of research about the purchasing power and consumer behavior for females vs males
 - Inclusivity
- Age
 - Baby Boomers: those born between 1946 and 1964
 - Generation X: those born between 1965 and 1977
 - Generation Y: those born between 1977 and 1994
 - Generation Z: those born after 1994
- Income
 - Correlation to education
- Ethnicity
 - Understanding ethnic groups

Psychographics



- Activities
- Interests
- Opinions
- Explains *why* your audience will buy, donate, invest etc

Geographic

- Geographic locations have correlating behaviors and stereotypes
- Impact of technology has caused businesses and organizations want to reach larger audiences
- [PRIZM](#) – combines demographic census data with geographic and psychographic information



Media Usage



- Some of the information regarding media usage can be found by analyzing demographic information such as age
- Extensive research on the best platforms to use

Resources

- Prior company/organization data to conduct internal research
- Social media analytics
- Competition and industry research
- Primary research
- [PRIZM](#)
- [Quantcast](#): offers public access to traffic and demographic data for millions of web sites
- [Google Trends](#): shows how often a particular search-term is entered relative to the total search-volume across various regions of the world
- [Google Analytics](#): monitor and track website traffic
- [Answer the public](#): uses key word searches and generates common questions around the key word(s)



Example

- Campaign to position the University of South Carolina as the number one college to pursue a health degree
- Rebrand USC because the most reputable and common program affiliated with USC is the business school
- Latent public: problem is there but the audience is unaware
 - High school students want a comprehensive health program but don't know what USC has to offer
- Aware public: the audience that recognizes the problem
 - High school students are aware of USC and its programs but need more in depth information on the details of its health degrees and other factors that play into deciding what college to go to (financial, social etc)



Example

- Demographics
 - Male and female high school students are interested
 - Messaging could cater to gender norms of the program (Statistically there are more female nursing students than male ones. When targeting the campaign to attract more nursing students, USC should focus primarily on females)
 - Age: 16-18 (Generation Z) also need to focus on parents of potential students whose ages could range from about 40-50 (Generation X)
 - Income: depends primarily on the parents but a focus could be scholarship information to attract more prospective students
 - Ethnicity: USC wanted to increase the range of ethnicities for undergraduate programs and should center messages around diversity or at least have a visual representation of diverse students

Example

- Psychographics
 - My team conducted research and found that the top reasons students chose the college they did were: program reputability, social aspects and financial reasons
 - Target messages that focus on these three *whys*
- Geographics
 - Need to consider both in-state and out-of-state high schoolers
 - Address the programs of competing schools in the area
 - Define whether USC wants more of a presence on a local or national level (goal needs to be realistic and attainable)
- Media Usage
 - Research showed that high school students primarily used Instagram, Snapchat and Facebook as their main social media platforms
 - Parents were using Facebook and television as their media platforms



Consumer Profile Example

Out-of-State Samantha

Female// 17 years old

GPA: 3.7

She is concerned with the finances associated with attending USC vs. UGA as she is from Georgia and could save a lot of money by going to UGA, but she knows that USC has a better program for exercise science than UGA does

Social media usage: mostly takes to Instagram

Buying habits are minimal as she is concerned with saving money for future endeavors, such as med school



Consumer Profile Example 2

Helicopter Helen

Female// 43 years old

Location: Greenville, SC

She wants her daughter close to home but has done a lot of research on medical programs and believes University of North Carolina would be the best academically for her daughter. Money is not an issue to attend UNC vs USC.

Social media usage: always on Facebook



Sources

Bowen, S., Martin, T. & Rawlins, B. (2010). *An Overview of the Public Relations Function*. New York City, NY: Business Expert Press LLC.

Frank, Jordan. (2016). Seer Interactive. Retrieved from: <http://www.seerinteractive.com/>

