

Determining Your Target Audience

This worksheet is meant to help you develop a target audience that can be used in a marketing strategy. The marketing team will then use these target audiences to create effective marketing strategy. Identify at least one target audience.

Who are you targeting presently?

Why are you targeting those audiences (be specific)?

What is your goal in targeting these audiences?

Target Audience Personas

Target Audience Name:	
Age Range:	
Location:	
Marital Status:	
#/Age of Children:	
Occupation(s):	
Income/Assets:	
Education:	
Other:	

Goals:

Challenges/Pain Points:

Interests:

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