3 Questions to Answer Before Getting Started With Audience Segmentation

Question 1: What makes your target audience groups unique?

It's important to understand the key differences between your target audience groups before starting the segmentation process. When you're putting together a target audience, it's helpful to use "who" and "what" questions to frame your definition:

- *Demographics:* Who are they? (Age, gender, location)
- *Psychographics:* What makes them tick? (Beliefs, values)
- *Interests:* What are their hobbies?
- *Attitudes:* What are their social stances? What do they think about your industry, brand, competitors, or products?
- *Values:* What are their goals, motivations, challenges, wants, and pain points?

YOUR NOTES:

Question 2: What marketing channels are best for your different target audience groups?

Take a look at the data you already have on your audience groups, and try to figure out which marketing channels are most popular for each, whether that's TikTok vs. YouTube or email vs. SMS. For example, if you know a particular group is more likely to read a blog post than watch a video, then you know where your content creation focus should be.

YOUR NOTES:

Question 3: How will you track the performance of your campaigns?

Before starting a campaign, be sure to consider how you're going to measure its success. Your chosen metrics and goals will not only help determine which ads perform better for specific audience segments but also form the basis of your optimization actions. For example, if your campaign's goal is to boost brand awareness, some metrics you might monitor include website traffic, social media engagement rate, and branded search volume.

YOUR NOTES: