

Focus On Your Audience

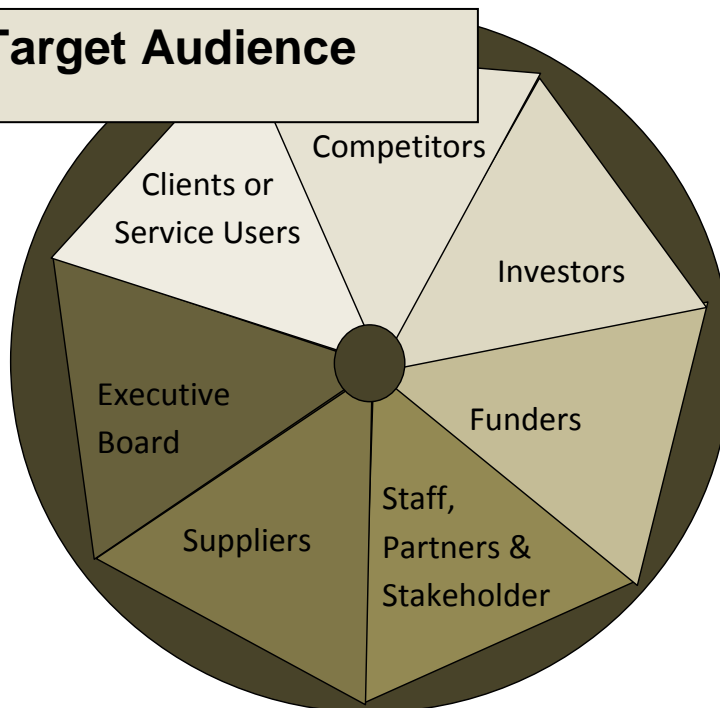
The best way to control your own image is to be in complete control of your messages and the delivery by advertising and promoting your services.

The alternative is - word of mouth which can be very good, but can also lead to confusion and message dilution. The result is that you end up just hoping that your **target audience** finds out about you and what you do. You therefore unconsciously hand over control and let your audiences decide what your message is. This often leads to misinterpretation.

To avoid this, you need to regain control by ensuring you are sending the right message to you current and potential target audience.

Who Are My Target Audience

A **target audience**, or target group is the primary group of people that your organization is trying to appealing to or communicate a message to.



Important Questions to Consider

Do I provide what my audience will value No What – Current and future needs
When in the future can I deliver
What do I need to do to get ready

Yes
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- Is any one else delivering the same or similar services (**Competition vs Need**)
- What – makes us different (**Unique Selling Point**)
- Who – do I need to tell (**Audience**)
- Where – are they based, (**Research**)
- What – should I tell them (**Message**)
- How – can I get their attention, to tell/talk to them (**Advertising**)
- What – are the cost implications (**Budgeting**)
- When – is the best time to get their attention (**Delivery**)
- What – are the benefits/rewards for the organisation (**Reputation, Recognition, Identity & non financial legacy**).