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| --- | --- |
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|  | Version 0.0  Date  Logo placeholder  Target Audience Profiling Plan  subtitle  Presented by: Your Name  Company Name  Company address |

# Target Audience Profiling Plan

To get started right away, just select any placeholder text (such as this) and start typing to replace it with your own.

To edit the Company Name and Title in the footer, click on footer and type them in.

We’ve created styles that let you match the formatting in this brochure with just a click. On the Home tab, check out the Styles.

## Develop a plan

### Mission and goals

Describe your company's mission and goals.

### Questions for consumers

|  |  |
| --- | --- |
| No. | Questions |
|  | Question for consumers #1 List questions that you can use in your target audience profile. |
|  | Question for consumers #2 |
|  | Question for consumers #3 |
|  | Question for consumers #4 |
|  | Question for consumers #5 |

### Audience and market

|  |  |
| --- | --- |
| No. | Audience and Market |
|  | Audience and market #1 *Identify who makes up your target audience and your market.* |
|  | Audience and market #2 |
|  | Audience and market #3 |
|  | Audience and market #4 |
|  | Audience and market #5 |

### QUESTIONS TO NARROW DOWN YOUR TARGET AUDIENCE

|  |  |
| --- | --- |
| No. | Audience and Market |
|  | Questions to narrow down target audience #1 *List questions that you can use to help you narrow down who your target audience is.* |
|  | Questions to narrow down target audience #2 |
|  | Questions to narrow down target audience #3 |
|  | Questions to narrow down target audience #4 |
|  | Questions to narrow down target audience #5 |

## Test the plan

### Consumer perceptions

|  |  |
| --- | --- |
| No. | Questions |
|  | Consumer perceptions #1 List consumer perceptions about your product or service. |
|  | Consumer perceptions #2 |
|  | Consumer perceptions #3 |
|  | Consumer perceptions #4 |
|  | Consumer perceptions #5 |

### Quantitative metrics

|  |  |
| --- | --- |
| No. | Questions |
|  | Quantitative metrics #1 List quantitative metrics that you will use to evaluate the effectiveness of the plan. |
|  | Quantitative metrics #2 |
|  | Quantitative metrics #3 |
|  | Quantitative metrics #4 |
|  | Quantitative metrics #5 |

## Adjust the plan

|  |  |
| --- | --- |
| No. | Questions |
|  | Adjust the plan #1 List the changes that you need to make to your plan so that it will be more successful. |
|  | Adjust the plan #2 |
|  | Adjust the plan #3 |
|  | Adjust the plan #4 |
|  | Adjust the plan #5 |

## Put the plan into action

|  |  |  |  |
| --- | --- | --- | --- |
| Step | Action | Due date for completion | % complete |
|  | Action | Date | % |
|  | Action | Date | % |
|  | Action | Date | % |
|  | Action | Date | % |
|  | Action | Date | % |