VERSION 3.0

1/9/23

Presented by: Laura Melgar

Company Name

210 Stars Avenue, Berkley

Target Audience Profiling Plan

INTERNAL DOCUMENT

|  |
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| 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 |

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| 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 |

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| 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 |

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| Put the plan into action |

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