Lamphills

Audience Targeting Template

1. Audience Profile

- **Demographics: Age, gender, education, occupation**
- **Geographics: Location, region, city, or neighborhood**
- **Psychographics: Interests, values, lifestyle, attitudes**
- **Behavioral: Purchase behavior, user status, brand loyalty**

2. Segment Definition

- **Segment Name: Define the name of the segment (e.g., "Young Professionals")**
- **Key Characteristics: Detail the defining traits (e.g., "Ages 25-35, tech-savvy, urban dwellers")**
- **Needs and Pain Points: Identify their specific needs or challenges (e.g., "Looking for convenient tech solutions")**

3. Goals and Objectives

- **Primary Goal: What you aim to achieve with this segment (e.g., "Increase product awareness")**
- **Secondary Goals: Additional objectives (e.g., "Drive engagement on social media")**

4. Messaging Strategy

- **Core Message: Main message tailored to the segment (e.g., "Streamline your workflow with our latest app")**
- **Tone and Style: How you'll communicate (e.g., "professional yet approachable").**
- **Key Channels: Platforms to reach this audience (e.g., "LinkedIn, industry blogs").**

5. Content and Creative Ideas

- **Content-Type: Types of content that resonate (e.g., "How-to guides, case studies").**

- **Creative Elements: Visuals and design elements (e.g., "Modern graphics, user testimonials").**

6. Measurement and KPIs

- **Success Metrics: How you'll measure success (e.g., "Click-through rates, engagement levels")**
- **Tracking Tools: Tools to monitor performance (e.g., "Google Analytics, social media insights")**

7. Budget and Resources

- **Allocated Budget: Budget for targeting this segment (e.g., "$5,000 per quarter")**
- **Resources Needed: Tools, personnel, or additional resources (e.g., "Content creators, ad spend")**

8. Review and Adjust

- **Review Frequency: How often you'll review performance (e.g., "Monthly")**
- **Adjustment Plan: Process for tweaking strategies based on results (e.g., "Adjust messaging based on feedback")**