Lamphills

Target Audience Checklist

Use this checklist to define and understand your target audience before crafting Instagram captions:

1. **Demographics**
   - Age group: _____
   - Gender: _____
   - Location: _____
   - Education level: _____
   - Income level: _____
2. **Psychographics**
   - Interests and hobbies: _____
   - Values and beliefs: _____
   - Lifestyle: _____
   - Pain points or challenges: _____
   - Aspirations or goals: _____
3. **Online Behavior**
   - Social media platforms they use: _____
   - Frequency of social media use: _____
   - Type of content they engage with: _____
   - Key influencers they follow: _____
4. **Buying Behavior**
   - Purchase triggers (e.g., discounts, social proof): _____
   - Decision-making process: _____
   - Preferred content for product recommendations: _____
5. **Language & Tone**
   - Formal or informal tone: _____
   - Type of humor (if any): _____
   - Cultural references or slang to include/avoid: _____

6. **Audience's Preferred Content Style**
   - Visual or text-heavy content: _____
   - Short-form or long-form captions: _____
   - Stories, posts, or reels preference: _____
7. **Call-to-Action Preferences**
   - What action do they typically take after engaging with content?
     (Like, share, comment, click links, make a purchase)
8. **Engagement Goals**
   - What do you want them to do after reading the caption?
     (Follow, comment, click the link, share post)

By filling in these details, you'll have a clearer picture of how to tailor your Instagram captions to your audience.

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