



3RAPTORCONSULTING

Newsletter

October 20 2021

Who is your target audience?

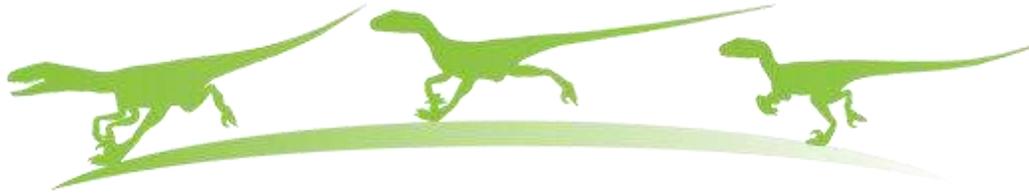
In order to create marketing that engages your audience and offer products and services that are needed, you must know who your target audience is. Over time, your target audience will grow, and could even change.

Change in our audience happens as we adapt to the needs of the market, as we grow to fill holes in the market, and as the audience around our business changes. For example, with all the changes to the economy recently, the face of homebuyers has changed drastically.

To understand who your target audience is, look at who buys your products and services. Be very honest when you review the data, the findings may shock you. Sometimes, as we work to meet needs, and fill holes, we don't realize we have changed audiences. This is why it is important to review your target audience annually, or every six months, if the changes in the economy are very fast and drastic.

Adding new services and products could also change the audience we serve. Remember, we want to have a focused, but wide target audience. If our market is too focused, we will not be able to increase our sphere of influence and slowly lose business. It is also possible to have sub-target audiences. For example, if you offer dog treats, you could have an audience of retired couples who spoil their pooches, and an audience of 20 somethings who are barely making it, but want to spoil their pooch too. These sub-audiences allow you to grow your business, and create focused marketing.

Identify who your target audience will be for 2022 now. This will help as you begin to craft your marketing messages and make your plans for growth.



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POWERING

PROFESSIONALS WITH YPL

Develop new skills from resume writing to acing your interview with step by step guidance within a virtual workshop



Revamp Your Resume

- How to structure a resume
- What to include in cover letter
- Interview Prep



Excel In Etiquette

- Prepping for networking events
- Small Talk Basics
- The Art of the Follow Up



Master Your Interview

- Best Practices and Tips For Securing and Excelling in the interview



Presented by 3Raptor Consulting, Sara Paape

Revamp Your Resume · November 16th 6pm CST/ 7pm EST

Excel In Etiquette · December 7th, 6pm CST/ 7pm EST

Master Your Interview · January 18th, 6pm CST/ 7pm EST

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