

SHAW ACADEMY

NOTES

Diploma in **Social Media Marketing**



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Lesson 2

Who is Your Target Audience?

Opening

In lesson 2, we focused our efforts on finding out exactly who our buyer is, and whether they're the person we should be directing our social media efforts towards. When we find that out, we ensure that we set about on the right path to convert them.

Body of the Lesson

The body of the lesson focussed on four main areas; Demographics, Buyer Personas, Competitor Analysis and Unit Economics.

Demographics are the statistical data of a population which show certain characteristics such as age, income, education, race, etc. We showed how using the demographics of your target audience is a starting point in defining your market segment. Market Segmentation is where we then start to drill down on some common demographics factors that can be found within our audience. By finding these commonalities we can start to piece together a picture of who are our audience is and begin to think about content that will speak to them. Although demographics and market segmentation allow us to begin this process, they are still statistics and are going to provide generalized information. In order to really understand our target audience we must examine additional factors such as needs, motivations and behaviours.

To do this, we looked at the concept of creating buyer personas (a.k.a. marketing personas, consumer personas). Buyer personas allow us to create a composite sketch of who our ideal consumer is. These personas then allow us to focus our content creation efforts around a focal point, with the aim of targeting a larger audience based on that characteristics of that persona.



Running an analysis on competitors will also help us understand our audience and market better. In this lesson, we looked at Facebook's very useful feature that shows you who your competitors are, and how you stack up, where the opportunities and challenges may lie.

We then took a look at Unit economics, because after all, before we get into social media metrics, we need to understand why we're measuring— to generate revenue. We looked at a variety of different ways of working out whether it is worthwhile spending what we're spending on social media in order to work out whether the juice is worth the squeeze.

Upcoming in Lesson 3

In Lesson 3, we are going to look at an overview of social media platforms. Specifically, we're going to focus on Twitter, and how it can be used to set up a business account, create advertising, and look at the insights available to us. We're also going to look at creating quality content.

Thank You



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