



Who is your audience?

Demographics:

Age:

Gender:

Education level:

Income level:

Business/Visitor/Seasonal Resident/Resident

Behavior:

Personality:

Interests/hobbies:

Likes/dislikes:

Favorite on-line destination

Location:

Where does he/she live (rural vs. urban, etc.)? Market Survey?

Are you connecting with him/her at home or at work?

Business:

What is his/her problem/desire and why does your product/service solve it?

Why would he/she want to follow you on social media?

What does he/she want to see online?

Adapted from: How to Create a Social Media Strategy, Chloe West

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