

Target Audience Profile Outline

Annual Strategy Plan

1. Audience Overview

Summarize the primary audience for the year...

2. Demographics

Age range, gender, location, occupation, education...

3. Psychographics

Values, interests, attitudes, lifestyle, personality...

4. Needs and Pain Points

Key challenges, problems, or needs your audience faces...

5. Motivations & Goals

What motivates and drives your audience? Their goals...

6. Preferred Communication Channels

Where do they get information? Social, email, web...

7. Decision Factors

What influences their decisions? Pricing, reviews, peers...

8. Key Messages

Essential messages to communicate with this audience...