



Exercise 2. / Week 5

How to build a campaign
Massive Open Online Course
by European Changemakers

Exercise 2: Fill this Target Audience Profile Table, a simple sheet to help profile your audiences (Tip: if you can't name an individual per target audience, your target may be too broad¹).

Target Audience Profile Table

Target Audience:	[Audience 1]	[Audience 2]	[Audience 3]
Demographics: Age, Gender, Location, Income?			
Why are they important to us – what do they offer?			
Is there a clear call to action? What do we want them to do, exactly?			
How will we know we've achieved success with them?			
What are their attitudes toward us; toward our issues?			
Values/motivators?			
Influencers/messengers?			

¹ Identify a typical example of user. It focuses on specific details and not on generalities. Do this exercise for every user groups. It helps clustering the goals, expectations, behavior, pain points, etc. Read more: [http://en.wikipedia.org/wiki/Persona_\(marketing\)](http://en.wikipedia.org/wiki/Persona_(marketing))

What's in it for them? What do we offer them?			
Main sources of information? E.g. face-to-face, TV news			

