Target Audience

What is your target audience? Anyone who says their target audience is everyone of all ages has not really thought out their strategy very well. Your product will naturally appeal to some groups more than others. It is hardly possible to create an app or design that appeals to three-year-olds, teenagers, their parents, and their grandparents. A design that appeals to the youngsters will turn off the adults, and vice versa. It is possible that some adult will buy your product that is aimed at teenagers, but not many adults will buy it, because they are not the intended target audience.

"Perhaps the biggest mistake it is possible to make in targeting is trying to reach everybody and ending up appealing to no-one." (Wikipedia)

When thinking about target audience, think about the following ways of grouping people:

- Age (range, median)
- Gender
- Marital status
- Socioeconomic status (income range)
- Employment status
- Location
- Occupation
- Education
- Interests
- Attitudes
- Values

For example, consider an organization that provides a wilderness education school to youth. Wilderness education is something that can benefit anyone of any age or background by providing adventure, personal growth, self-discovery, and self-reliance. But certain groups are more likely to benefit from such a school than others. And the organization must focus its efforts on certain groups in order to market itself effectively. So, their target audience might be defined as follows:

- **Age:** Students age 16-24. Younger children are not strong enough and require too much supervision. Older people are already busy working and raising a family.

- **Location:** Urban or suburban. Why? Because those who live in rural areas already live like this every day. They don't need it.

- **Occupation:** High school or college students, probably not working a full time job.

- **Income range:** The organization targets low income students, because those who have higher incomes can afford their fancy summer camps.

- **Interests:** Typical interests of this age group: pop culture, music, games, comic books. They may or may not be interested in outdoor adventures.

- **Attitudes:** Youth struggling from confidence issues or family issues will benefit greatly from this program. Youth who exhibit destructive behaviors will benefit.

- **Values:** Youth who do not have a chance for exposure to different kinds of people and places will benefit from working as a team.

Because parents will pay for this program, and teachers and counselors might recommend the program to their students, these people are also part of the target audience. They won't directly participate in the program, but the organization will approach them when promoting their program. So the organization needs to sell their program to parents, teachers, and counselors also.