



How to reach you Audience?

Dr. Emil Velinov, December 10th, 2021





Importance of knowing your audience

- It's so important to build a brand strategy based on the specific needs of your target audience, and then craft that strategy to navigate the challenges in your niche.
- Staying connected to your consumers is the key, because this is what builds trust with them.
- Your brand to stand out, while also being relevant in your niche.





Knowing what is on

- What's trending in your industry and why.
- What you are trying to accomplish with your brand?
- Compare and contrast what worked and didn't work for your competitors.
- Knowing your competitors is a great way to really identify what your brand needs to do to reach your target audience.





Branding and targeting the audience

- How can your brand be more relatable to your target audience?
- Think about what your brand has to offer those with the same mindset.
- What kind of audience is your brand trying to attract?





Audience Needs

- What are the needs your brand vows to meet, that not even competitors can surpass?
- Why is your brand unique and why do you believe your target audience should choose you when there is plenty of other fish in the sea of brands?





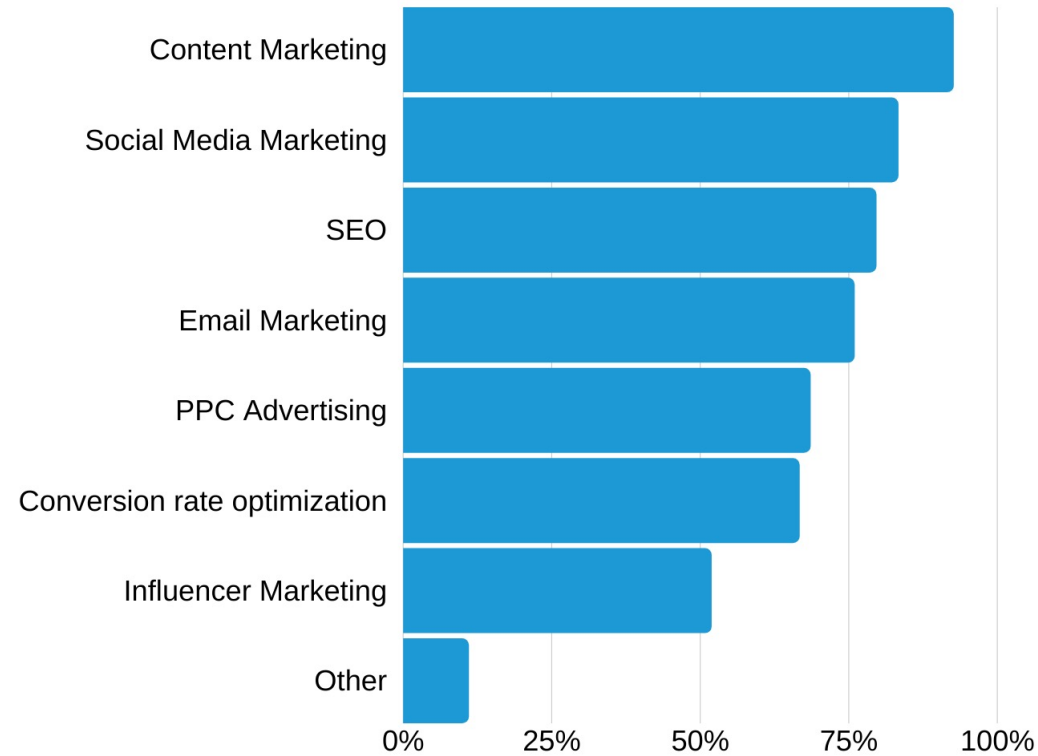
Personalization of the audience

- Email is a common — way that your brand can keep up with customers after they've purchased your product. However, it's not as personal. While it's better than not following up at all, it's still more beneficial and helpful to your customers to actually communicate with them.
- Follow-up call about how their product or service is going, a Zoom meeting, a direct mailer with a hand-written note or even a social media shoutout, customers truly appreciate the effort.
- There's something about personalization that makes people feel special and want to stick with your brand.

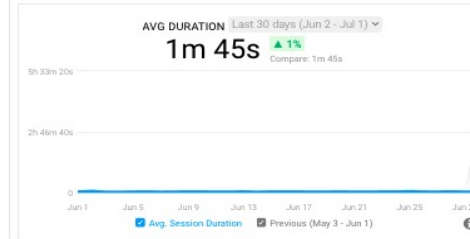
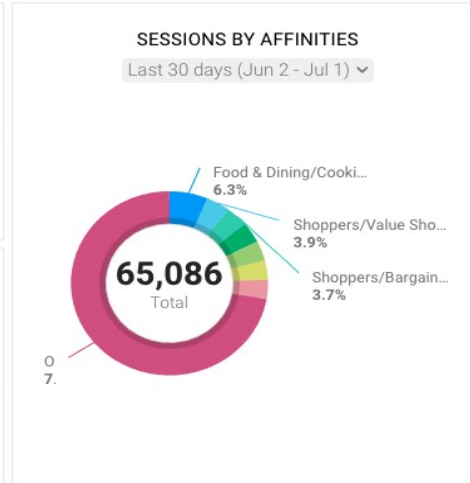




Which area is audience research most important?
Rank in order of importance.

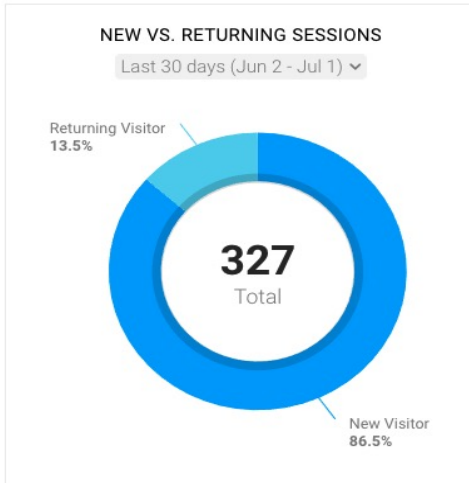


Google Analytics



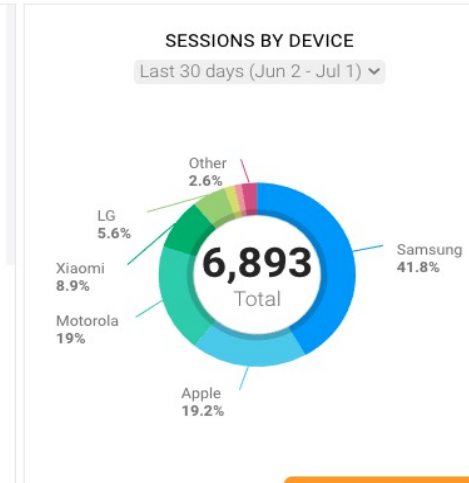
SESSIONS BY DEVICE
Last 30 days (Jun 2 - Jul 1)

#	NAME	BOUNCE RATE	SESSIONS
📱	mobile	0.22%	6,753



SESSIONS BY COUNTRY
Last 30 days (Jun 2 - Jul 1)

Country	Last 30 Days	Δ
Brazil	9,196	▼ 26%
United States	42	▼ 61%
Canada	16	▲ 1,500%
Portugal	13	▼ 38%
Cape Verde	5	▲ 400%
India	5	▼ 84%
Angola	4	▲ 300%



Note: Showing sample data





What tool do you rely on most to conduct audience research?

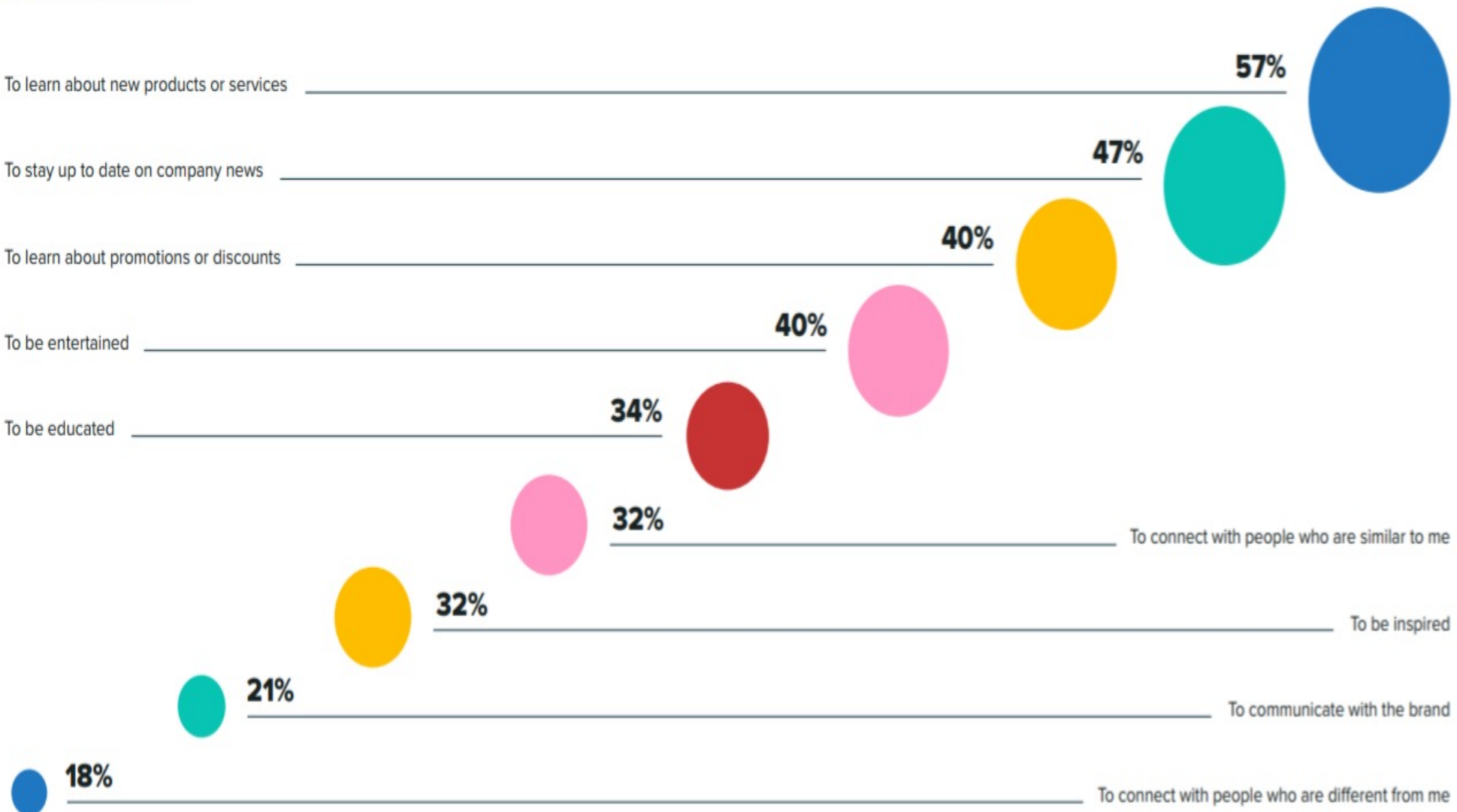


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Why consumers follow brands on social media



Competition Analysis



- What types of people are your competitors targeting?
- How are they reaching out to their target audience?
- What are they doing right?
- What's missing from their strategy?
- What key benefits are they emphasizing in their marketing?
- How often are they posting?
- Which content formats seem to work the best for them?
- What kind of tone are they using?



10 steps to reach your audience



- **Define your audience**
- **Customer profiles**
- **Competitive Research**
- **Quality Content**
- **Search Engine Optimization**
- **Target Ads**
- **Responsiveness**
- **Connection with relevant influencers**
- **Utilization of the proper Social Platform**
- **Measuring of the results continuously**





Thank you for your attention

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