

HOW TO DISCOVER YOUR TARGET AUDIENCE

Instructions: Take a moment to think about the following demographics, and check off the ones that apply to your product or service. The more specific you can be about whom you are trying to reach, the cheaper and more cost-effective your online marketing campaign will be.

1. Gender

Male []

Female []

2. Age Group

Under 18 []

18–25 []

25–30 []

30–35 []

35–40 []

40–50 []

50–60 []

60 plus []

3. Annual Household Income Level

Less than \$25,000 []

\$26,000–\$35,000 []

\$36,000–\$50,000 []

\$51,000–\$70,000 []

\$71,000–\$99,000 []

\$100,000–\$200,000 []

More than \$200,000 []

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4. Education Level

High school []

Bachelor's Degree []

Graduate Degree []

5. Marital Status

Married []

Single []

Divorced []

6. Children? Yes [] No []

7. Possible Occupations: _____
(Professional, Administrative, Labor)

8. Geographic Location: _____
(Specific Cities, States, Regions, or Countries)

9. Ethnicity: _____
(Caucasian, Hispanic, Asian, etc.)

10. What type of Internet user is your target customer?

Novice []

Intermediate []

Advanced []

11. Where will your target customers use a computer?

Home []

Office []

Other []

12. What types of hobbies do they have? (E.g., fishing, camping, traveling)

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Session and Local market evaluation:

Learn how your internet presence and website stacks up against the
competition

- Discover the keywords your customers are really using
- Find out if your present web site is working for or against your business
- Illuminate areas of marketing that are already working in your favor
- Pinpoint areas that have can produce higher ROI results
- Uncover the facts about how many people are actually searching locally for your products or services
- Reveal hidden opportunities to cash in on local searches
- Discover opportunities to knock you competition off the first page forever

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13. Other important characteristics your ideal customer would have:

14. List at least 10 websites below that you think the above customer would visit. These are the types of websites you should want to buy ads on, form partnerships with, or emulate in content and design.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____