

The background features a stylized illustration. At the top, a dark blue smartphone is shown with a light blue screen. On the screen are four yellow musical notes. A thick, curved pink line arches over the phone. Below the phone, a crowd of stylized people in various shades of purple and pink is depicted with their arms raised. The entire scene is set against a light yellow background with some abstract blue shapes on the left.

WORKSHEET

SOCIAL AUDIO OPPORTUNITY

WEB MARKET SUPPORT - LIVE TRAINING



Why Using Audio In Your Business?

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MEDIUM #1

PODCASTING





Podcasting

- 1 You can show
- 2 Or you can shows



Podcasting – 6 Main Types/Formats

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MEDIUM #2

SOCIAL AUDIO





Social Audio Opportunities

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- 4
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- 5
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- 6
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Customer Avatars

Who Are You Trying To Serve?

Your "Target Audience"

Your "Niche"



Market Segmentation

Why is it so important?

Market segmentation requires the identification and study of consumers' subsets, the calculation of their size, the discovery of the needs of one or a few segments, the understanding of how these needs are met, and the effort to satisfy them with the appropriate marketing mix.

A customer avatar is a documented profile representation of an ideal customer based on data, feedback, and research.

It helps us understand better their background, needs, interests, wants, goals, values, challenges, problems, and aspirations and that is key in developing a strategic and unified marketing approach to attract, nurture, acquire, and retain them as customers, hopefully for a lifetime.

Consumer Market Segmentation Criteria

There are many categories of criteria we can use but these are the most important:

Demographic

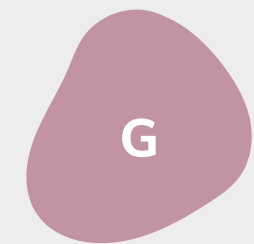
Psychographic

Demographic Criteria



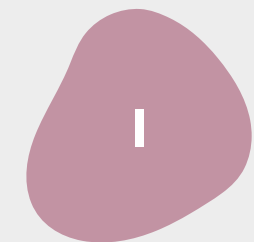
Age

What is their age



Gender

What is their gender?



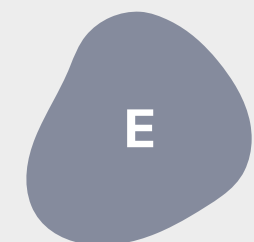
Income

What is their level of income? Do they have one stream or multiple streams of income?



Occupation

Do they work for someone else? Do they work for the government? Do they run a business?



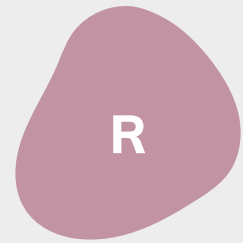
Education

What is their level of education? What schools, colleges, universities did they have been through?
Are they learning new things right now and where?



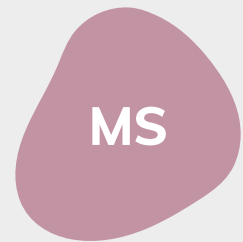
Origin

What are their nationality and race?



Religion

Are they religious or not?



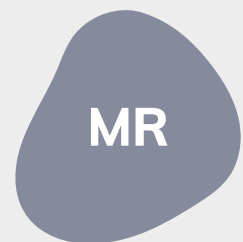
Marital Status

Are they married? Are they in a relationship? Do they have children and how many? How old are their children?



Social Class

What is their social class? working, middle, upper, elite?

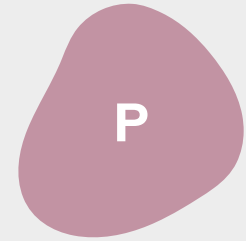


Main Residence

Where do they live?

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Psychographic Criteria



Personality

Are they ambitious, social, aggressive, competitive, comfortable, serious?

How does their typical day look like?

What are their needs and wants?



Lifestyle

Where do they spend their time offline and online?

Are they active in local communities, shops, stores, other facilities?

Do they listen to other podcasts and shows?

Are they satisfied with their subscriptions and why? What is missing? What do they want to see improved?

What books, magazines, and newspapers do they read?

What hobbies do they enjoy?

What social events do they attend?

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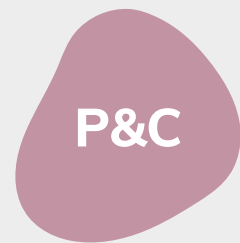
Emotions & Motivations

What motivates them to take action?

What are their aspirations and hopes?

What triggers their curiosity?

What makes them feel shame and guilt?

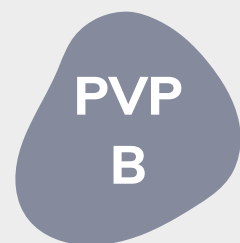


Problems & Challenges

What do they fear, what do they want to get away from?

What problems are they trying to solve?

What are their pain points?



Philosophy Values Principles Beliefs

What are their beliefs about politics, businesses, economics, education, products, civilization, and what they expect from the future?

What do they believe about themselves and others?

What do they value most?

What is the one thing they would do anything to achieve?

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PRO TIP #1

Try to be as specific as you can. The more specific you are, the easier is to get their attention with your messaging that will be tailored to them.

PRO TIP #2

The more you narrow down your audience, your niche, the easier is to speak their language, target and reach them effectively.

PRO TIP #3

You don't need to answer all these questions. Even with a few of them, you can choose a highly-profitable and targeted niche.



NICHES – EXAMPLES

- 1
- 2
- 3
- 4
- 5
- 6



NICHES – EXAMPLES

- 7
- 8
- 9
- 10
- 11
- 12

What To Do Now

Next Steps

People spend time online on various forums, communities, social networks, websites, blogs, and other channels.

Meet them where they are and listen to their questions. Try to define problems, unsatisfied needs and wants, fears, pain points.

Listen carefully and take notes that we will use in our upcoming workshop together...





Upcoming Workshop

STAY TUNED

We are hosting a live workshop to help you move forward. We are going to discuss various marketing channels and strategies that you can use to increase your visibility and authority online.

Keep an eye on your inbox for the details and new material that we are going to release