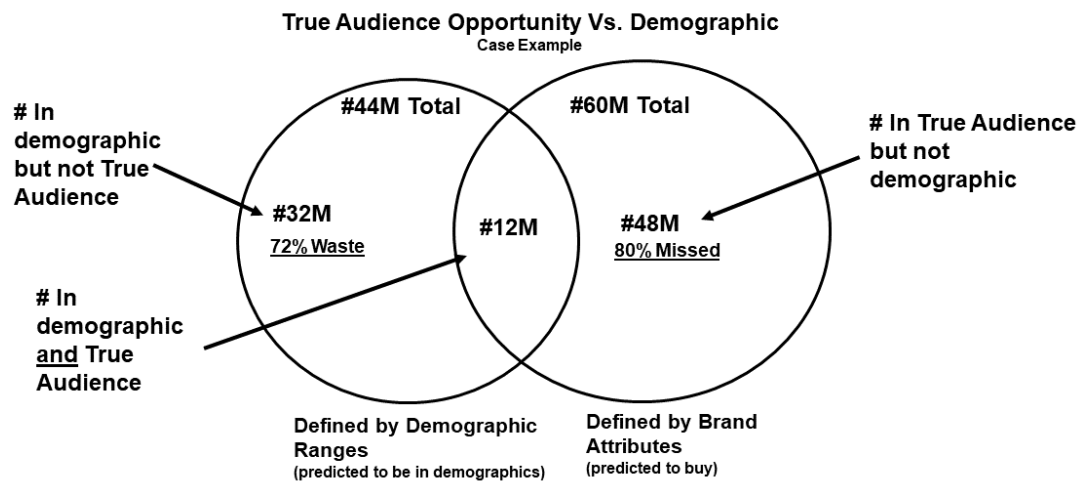


Your Audience Definition Matters! By Jon Pelzer

Shout out to all the brand, media and marketing experts who already understand this particular topic. If you are contemplating whether your consumer Audience definition had been constructed correctly then please do read on.

An honest conversation around Audience definition can get overly complicated very fast. That's because there are so many variables at play. For instance, an overall Audience's composition will be fractionalized by geography, by media channel, by creative execution, by offer. Let's add that the overall Audiences can change complexion by different purchase channels.

So, let's try to simplify! The overall Audience definition starts broad. Think of it this way: everyone who is likely to become a customer is poured into a single bucket. We assume Audiences will be defined by their attraction to the intrinsic attributes of the product or service or message. We need overall Audience definitions that include everyone who should be included and, just as important, exclude everyone who should be excluded.



Back to the bucket illustration. Don't sweat the details. The most important thing is that you have enough volume of the right kind of rocks in your bucket. You can base all future executions upon your True Audience opportunity. As different as rocks in the bucket may be, what they all have in common is the predicted gravitational pull to your product, service, or message.

And here's a valuable trade secret: If you have the right overall Audience defined to begin with, they will self-select through all the unique Audience composition scenarios because of this commonality. I'm not saying targeting and segmentation don't matter. They matter greatly! Smart and targeted marketing speeds up this self-selection process. Conducted masterfully, it costs far less to get far more.

The most important thing? Make sure you have the right selection of rocks in your overall Audience bucket to begin with. Make sure your media buys, markets, creative, offers, purchase channels and other decisions collectively target your True Audience Opportunity. Target with hyper-precision when it will pay dividends. Otherwise keep your strategic eye on all the valuable rocks in your Overall Audience bucket.