

A quick guide to

# Targeting your audience

When you communicate anything, you must **consider who you are communicating to and how the message will be received.** You are not normally communicating to a universal audience, but rather groups and individuals with specific needs. Even though you cannot predict how someone will respond to your message, you should always **strive to understand your target audience and tailor your message to them.**



## 5 tips

to target your audience and improve your message

### TALK TO YOUR AUDIENCE

**1 Two-way communication is key.** By having dialogue with your audience, you build understanding and empathy and better understand their needs and motivations.

### DON'T ACCEPT A FIRST DRAFT

**2 Get different opinions on your message** and make changes when needed. You want to make sure your message has the best chance to succeed before it goes out into the world.

### EVALUATE, ADAPT, AND IMPROVE

**3 Evaluate internally and externally** to understand how to improve and adapt your communication. Putting your message out into the world is not the end of the process.

### FIT THE MESSAGE TO THE MEDIUM

**4 One size doesn't always fit all.** We communicate in many different ways (articles, posters, videos, podcasts, and more). So, let the medium of communication guide your message.

### THINK ABOUT DEMOGRAPHICS

**5 Don't assume all people within a group will respond in the same way.** Factors such as age, gender, income or education may dramatically affect how your message is received, so always try to break down broad groups by demographic attributes.