



**MEMBER  
RESOURCES**

# Know Your Audience

*A marketing how-to guide*

Knowing who your audience is – or who you want it to be – is integral to the success of your event or organisation. This guide will help you streamline your approach so that your brilliant ideas reach the right people.

## 1. Clearly define your goals

What are you trying to achieve and with what scope? Do you want to take art to as many people as possible, start small, or with a specific group? Determine if you are marketing for a one-off event or if you want to build a lasting audience.

## 2. Consider who you want to reach, as well as the kind of things they value

Imagine your audience as a person or individual people to create audience profiles, compiling information like age, gender, location, interests and habits. This will help you get a clearer picture of who you want to reach and how. For example, your ideal audience might be represented by a woman in her thirties who lives in the state's regional west, regularly attends local theatre and enjoys shows with historical themes. Think about the kinds of media she consumes: is she online, does she listen to radio, does she subscribe to newsletters?

## 3. Identify the best way to reach your target audience

Rather than relying on a one-size-fits-all approach, tailor your marketing strategies to your audience. If your audience is represented by the woman described in the above, tailor your messaging to emphasise what is important to her, e.g. highlight historical context by using historical imagery. If your audience is young and visual, experiment with image-heavy or video marketing materials. If you know they listen to local radio, reach out to your region's community stations.

## 4. Don't be afraid of digital, but know its limits

It might seem like everyone is telling you to get online and make Facebook, Twitter and Instagram accounts. While there is value in using these platforms, it can get confusing! Chances are you'll only need to use one form of social media, so do your research to

figure out which one your audience uses the most. (If in doubt, go with Facebook as it's the most universal.) Give yourself a limit to how long you'll spend using social media each day so that you can maximise the effectiveness of your time.

## **5. Experiment and listen**

It will take some trial and error to identify and reach your audience, so get creative and experiment with different approaches. Make sure you've got a way to measure success too, for example, by measuring website visits or ticket sales, and listen to the community. Ask someone who knows nothing about your project to evaluate your marketing for fresh and unbiased feedback.

Marketing can seem intimidating or too hard without a big budget, but often it's the people around you who can offer the most valuable insight and help you get on your way.