

3

# TARGET YOUR CUSTOM AUDIENCE

Social Media Competitive Audit Course  
with Lauren Teague



# Building your fan base

CAN YOU ANSWER THESE 5 QUESTIONS ABOUT YOUR AUDIENCE?

1. WHO do they engage with?
2. WHAT types of content do they engage with?
3. WHERE is the audience participating most often?
4. WHEN are they most active?
5. WHY are they motivated to talk about this subject?

# Build audience profiles

CHOOSE AT LEAST TWO (NO MORE THAN FOUR) AUDIENCES TO CREATE PROFILES FOR.

Within each audience overview, document what is known about that audience and their relationship with the brand.

AUDIENCE OVERVIEW	Persona	
	Segment	
	Title / Team Role	
	Their Goal	
	Unique Identifiers	<input checked="" type="checkbox"/> Champion <input type="checkbox"/> Decision Maker <input type="checkbox"/> Influencer <input type="checkbox"/> End Users
	Media Habits	
	Trusted Advisors	
	Channel Preferences	

# How your brand shows up

CREATING A RELATIONSHIP BETWEEN A BRAND AND A FOLLOWER REQUIRES EFFORT FROM BOTH SIDES.

A follower must opt-in to “Follow” and receive the brand’s social content. The brand must ensure content is relevant to the follower and helps them move forward in their journey with the brand.

Decision Journey	AWARENESS	CONSIDERATION	PURCHASE	LOYALTY
Our Response	ACKNOWLEDGE - EDUCATE - AFFIRM	INVITE - EXPLAIN - ENABLE	ONBOARD	SUPPORT
Most Important Message				
Delivery				

# Move towards channel-to-audience fit

LIST YOUR TOP PRIORITY AUDIENCES AND YOUR CURRENT SOCIAL MEDIA CHANNELS...

Then identify where each audience is found and how important that channel is for the audience.

	AUDIENCE #1	AUDIENCE #2	AUDIENCE #3	AUDIENCE #4
SOCIAL CHANNELS				

# About Rival IQ

Rival IQ is an easy-to-use analytics tool that helps you:

## Supercharge your social landscape

Track results across all social profiles, including engagement, influencers, social bios, and sentiment—for **you and your competitors**.

## Stay ahead of the competition

Conduct competitive analysis in minutes. Monitor your industry, create benchmarks, and evaluate and respond to competitor activity before the market shifts.

## Do more with your data

Dive deeper into your social media analytics with Facebook, Twitter, and Instagram Insights, boosted post detection, LinkedIn Insights, and so much more.

GET YOUR FREE TRIAL ►

## Lauren Teague Digital marketing expert



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Lauren has been in the business of using social media and video since 2007. Using the proven processes she's developed to excel in marketing and communications, she now teaches others how to make messages relevant, connect with key audiences and succeed in business by using social media and content.

**Rival**  
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