



# Capacity Building Training Programme

## Module 5 - Unit 1

### Worksheet 2





**Activity:** Map your Target Audience and Write the Goal for Each Target Audience

**Instructions:**

- **Identify Your Target Audiences:** Start by listing the different groups of people who are most likely to be interested in your product, service, or content. Keep in mind, these groups can be segmented based on a range of criteria such as age, gender, income level, occupation, lifestyle, location, and so on.
- **Detail the Audience Profiles:** For each target audience identified, provide a brief description. Include their demographic characteristics, as well as key behaviors, interests, and lifestyles. This will help you gain a deeper understanding of each group and their specific needs.
- **Define the Audience Goals:** In this section, you'll write down what each target audience's primary goal is. The goal should reflect what they hope to achieve or gain from using your product or service. Remember, this can be a solution to a problem they're facing, a need they want to fulfill, or a desire they wish to satisfy.
- **Paraphrase the Goals:** Finally, you'll rephrase the goals of each target audience. This is an important step to ensure that you thoroughly understand each group's aims and can express them in different ways. It will also help in refining your marketing messages and strategies in the future.
- **Review and Refine:** After completing the worksheet, review all the information. Make any necessary updates or refinements to ensure accuracy.

Target Group/ Audience	Goals/ Objectives



# EMERGE

EMpowerING civic Engagement and participation