Audience segmentation

At the very earliest stages of development you need to ask: who are you creating content for? If you're tempted to say "everyone!" this tipsheet is for you.

Even if your project truly does have broad appeal, it's important to segment your audience into groups of people that share common characteristics, e.g. age, gender, location and interests. This enables you to tailor messaging and marketing tactics to suit each slice of the audience.

Let's consider a broad demographic such as men and women aged 18-34. Consider the differences between most 18-year-old men and 34-year-old women. They are typically at very different life stages. The language, channels and messaging needed to reach each subset of the demographic will likely need to be very different in order to be effective.

You may end up with more than one target audience. That's okay. If there are many segments, consider prioritizing those that present the greatest opportunities.

Often this process begins with a hypothesis: who do you think will be interested in your content? Later, you can test your theory and refine the target segments.

For starters, try to define your target audiences, at least in terms of demographics:
Age. Gender. Geography. Income. Education. Marital status.

Beyond demographics, consider your audience's psychographic profile:
Personality. Lifestyle. Attitudes. Principles & beliefs. Activities and interests.

Demographics explain who your audience is.
Psychographics explain why they might watch your content.

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Creating audience personas

Audience personas are fictional 'characters' that would typically fall within your target audience. Creating audience personas helps you to imagine the individuals you want to reach. For example: *"Alex is a single 32-year-old developer from Toronto. He cares for his mum who is struggling with dementia. Alex spends a lot of money on takeaway food and grocery deliveries. He loves team sports, especially softball. In his spare time, he plays guitar and likes to meet a few buddies for craft beer."*

Validating audiences

There are a range of free tools that can help validate your audience personas, and the potential size of the project audiences.

Google Analytics is a free tool that provides deep data about website traffic. If you already have a website targeting your audience, dig into the site's Google Analytics account for info about visitors to the site. Google Analytics offers a treasure trove of data about the age, gender, location, and language of visitors as well as offering insights into the content that is most popular and much, much more.

Facebook Audience Insights aggregates information about people connected to your Facebook page, another page, or everyone on Facebook. If you don't yet have a page for your project, search for the audience breakdown of a similar page. The Facebook pages of the cast and crew, as well as your expert organizations, are a great place to start.

Check out the **social media channels of other projects** that offer similar content or appeal to the target segment. Review the comments to see what you can learn about those who are most engaged. Notice any superfans or key influencers that might be useful in your strategy. Again, the social channels for your cast, director, or partner organizations are usually good places to explore.

Reports, articles, academic papers and government statistics can offer deep insights about your target audiences. Do you think your primary target group is millennial moms? There are loads of articles that talk about the interests, needs and media consumption habits of this segment. Be sure to confirm that the source of any online data is credible.

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