



IDENTIFYING the TARGET AUDIENCES for MARKETING

Who are the potential users for a chat reference service? What are their needs and interests? Are they current library users? What do we know about those who don't currently use our libraries? What is their potential for using chat reference?

In our community, potential users of chat reference services are:

The primary audience is the group of potential users we most want to reach and around whom the brand will be developed. The secondary audience will be the target of promotional efforts but not of brand development.

Circle two user groups that should be the targets for marketing based on our library's service priorities. Which is the primary audience; which is the secondary audience?

Then think about the demographic and "psychographic" characteristics of these target audiences.

Demographic data includes age, gender, income, ethnicity, languages spoken, etc.

Psychographic data includes lifestyle characteristics, usage patterns, motivators, etc. (Examples of psychographic characteristics are "Web savvy," "Busy lives," "Value convenience.")

Let's list the demographic and psychographic characteristics of our primary and secondary audiences.

TARGET AUDIENCES FOR MARKETING		
	DEMOGRAPHICS	PSYCHOGRAPHICS
PRIMARY audience is: <hr/>		
SECONDARY audience is: <hr/>		

Once these characteristics are defined, they become the basis for choosing service names, logos, marketing messages, promotions, and Web site designs.