

# How to Identify Your Target Audience

## And Achieve Your Goals using Digital Marketing



### Introduction

Understanding your target audience is essential to the success of any business. This facilitated session will work with non-profit SMEs to consider who their stakeholders are and discuss ways to engage with them through coordinated and targeted Digital Marketing.

In a sector where acquiring donations may be a main objective, this workshop will get you to consider approaches to developing relationships with donors to achieve longer term donations and legacy ambitions.

### Who is it for?

Whether your target audience are donors, customers or beneficiaries of your work, this workshop will help non-profit SMEs identify their target audience, reach them and connect with them online.

### What will I get out of it?

- A clear picture of who your target audience is
- Begin to develop a strategy to connect with that audience
- Learn to align your targeted marketing with your organisational goals
- An understanding of how to track these goals

### Workshop structure

#### Morning

- Identify your audience
- Develop insights using data
- Understand audience behaviour

#### Afternoon

- Setting your goals
- Reaching your goals
- Tracking your goals

### Duration

1 full day

### Dates

Wednesday 15<sup>th</sup> September

### Timing

Registration: 9:15am

Session: 9:30 – 16:30 with 1-hour lunch break (provided)

### Location

Frenchay Campus,  
Coldharbour Lane, Stoke  
Gifford,  
BS16 1QY

### Cost

Fully subsidised for Workforce for the Future registered SMEs

### Book your place

Complete our [booking form](#) to reserve your place

### Contact

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