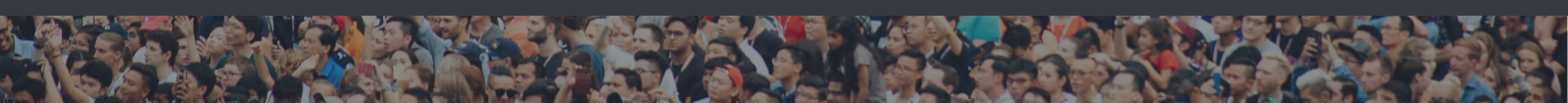




# Target Markets, Target Audiences, and Buyer Personas

Identify your target market to exceed client expectations & foster repeat business



Imagine you're a pop star about to walk out on stage. Would you rather the theatre be filled with your fans or with people who have no interest in your music? Appealing to your **target market** is like singing to your fanbase. Appealing to your **target audience** is like singing an older album that certain groups of people in your fanbase will respond to more excitedly than others. Appealing to your **buyer's persona** is like singing a specific song and having a group of people in your target audience sing along with every word.



## WHY RESEARCH YOUR TARGET MARKET?

Audience comprehension and market research are the foundations of your content strategy. **Understanding who your target consumers are and exactly what they want makes it easier to create quality content in the long term.**

So how do you write songs (create content) that will make your audience want to sing along?



Knowing **who** your target consumers are and exactly **what** they want makes it easier to create quality content in the long term.

## HERE'S HOW TANGIBLE WORDS CAN HELP YOU IN TANGIBLE WAYS:

1

### TARGET PERSONAS TO INCREASE SALES

- We'll help you discover who your target market – and target persona's within that market – are, as well as how they research, and what they're looking for.
- We'll create content that's specifically tailored toward each one of your personas.

2

## GET TO KNOW YOUR BUYER'S JOURNEY

- We'll help you attract your buyer's persona's with helpful blogs and create compelling offers to convert leads.
- We'll delight your customers with premium content to greet them at each stage of their buyer's journey.

3

## HELP CREATE RELIEF FOR YOUR MARKET

- We'll get the content out there for people to find what they need at each stage of their buyers journey.
- We'll lead your buyers to the solutions you can provide for their problems.

## 3 More Ways Investing Time Now Pays Off Later

Audience research gives you a simple content marketing strategy to follow so you're writing and sharing relevant content that will attract ideal customers, reduce pain points, and increase your opportunities for a sale.



### You'll Build Brand Awareness

Use your knowledge of your buyer personas to increase your chances of nurturing a buyer who's ready to trust you.



### You'll Streamline Your Content Process

Create helpful content to stay top of mind and help lead consumers through their buying journey.



### You'll Build Your Expert Reputation

Increase your reach with target audiences and build buyer trust with content that shows you're a credible source of thoughtful, accurate, industry-specific information.

Looking for help with your target personas? Let Tangible Words help you identify your target audiences, define your personas and plan content for the each buyer's journey so you can convert more leads to customers.