A quick guide to Targeting your audience

When you communicate anything, you must consider who you are communicating to and how the message will be received. You are not normally communicating to a universal audience, but rather groups and individuals with specific needs. Even though you cannot predict how someone will respond to your message, you should always strive to understand your target audience and tailor your message to them.

5 tips to target your audience and improve your message

1. **Talk to your audience**
   Two-way communication is key. By having dialogue with your audience, you build understanding and empathy and better understand their needs and motivations.

2. **Don’t accept a first draft**
   Get different opinions on your message and make changes when needed. You want to make sure your message has the best chance to succeed before it goes out into the world.

3. **Evaluate, adapt, and improve**
   Evaluate internally and externally to understand how to improve and adapt your communication. Putting your message out into the world is not the end of the process.

4. **Fit the message to the medium**
   One size doesn’t always fit all. We communicate in many different ways (articles, posters, videos, podcasts, and more). So, let the medium of communication guide your message.

5. **Think about demographics**
   Don’t assume all people within a group will respond in the same way. Factors such as age, gender, income or education may dramatically affect how your message is received, so always try to break down broad groups by demographic attributes.