



# LEARN THE SECRETS OF EFFECTIVE AUDIENCE TARGETING

Mining your wealth of data—and using it to customize your marketing campaign—can help you find and persuade your ideal customers.

SEE INSIDE FOR:

Collecting and organizing your data

| What you can learn about customers

| Turning your findings into results



# ARE YOU REACHING AUDIENCES THAT MATTER?

## HERE'S HOW TARGETING CAN HELP

In 2017, U.S. companies spent about \$10 billion on third-party data about customers and a further \$10 billion on efforts to put what they learned into practice.<sup>1</sup>

This significant spending underscores just how important it is for today's businesses to understand and target audiences most likely to become loyal customers. The age of digital marketing offers unprecedented insights into how customers find your website, what they do when they get there, and what kinds of emails they read or social media posts they share.

Audience targeting lets you create a message for your ideal customers with laser-focused accuracy. Use this guide to harness the power of your data to reach the right customer in the right place at the right time.

***Start by answering the key questions over the next few pages.***

### TARGETING EVERY ANGLE



#### Geographic

Where customers are and how far they'll travel



#### Demographic

Age, gender, income, and more



#### Behavioral

What they like to do



#### Psychographic

The things they feel strongly about



#### Predictive

What they're likely to do next



#### Retargeting

Following up with past customers or prospects

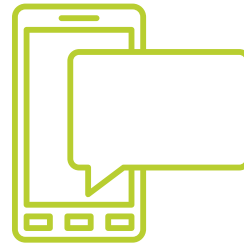
# WHO EXACTLY ARE YOUR CUSTOMERS?



Learning everything you can about current and potential customers is a crucial first step in audience targeting. There's a lot of information to choose from.

- How they found you. Google Analytics and other resources can show you which search terms bring people to your site and how much time they spend on each page—with real-time updates.
- Where their footprints lead. Your site's cookies let you track visitors' clicks on your site and see where they go when they leave.
- Which emails they open. Data from your email service provider can reveal whether subscribers open your messages, the links they click, and the offers they respond to.
- What they "like" on social media. Monitoring platforms such as Hootsuite and TweetReach help you gauge responses to social media posts and learn where customers live, work, and went to school; what movies and music they like; who their friends are; and much more. (See "Checklist for Choosing a Media Partner.")

# WHAT WILL THEY TELL YOU ABOUT THEMSELVES?

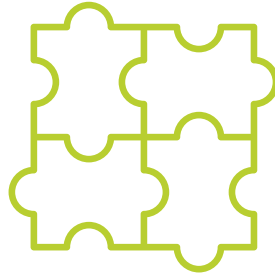


Supplement what you learn from digital sources by inviting customers to share personal information.

- Ask about their interests in a survey or quiz on your website.
- Request email addresses and other info in return for access to your most popular content.
- Then support that information with additional customer data from your publishing partner and third-party data providers, who can offer demographic details and purchase histories.



## WHAT DO THEY HAVE IN COMMON?



Analyzing all of this data can help you begin sorting your customers into groups with shared characteristics. Then you can use audience-targeting tools to reach them.

- Interests and behaviors. Behavioral targeting—based on sales history, browsing cookies, social media use, and other tools—tells you whether potential customers purchase online or in the store and how they spend their leisure time.
- Demographic targeting. Consider everything from age and gender to income, education level, employment and marital status, and number of children. Your goal is to reach those likely to respond to your message and to refine your campaigns accordingly.
- Geography. When you learn how far people will drive to your natural-foods store or garden center, use geographic targeting to make sure you're reaching customers within that radius.

# NOW START TARGETING

Once you've identified your key audiences, such as "women over 40" or "email subscribers who haven't purchased in the past six months," you can create complete, well-rounded marketing campaigns aimed directly at those groups and subgroups.



A pet-store owner categorizes subscribers to her popular e-newsletter as dog or cat owners, targeting relevant coupons to each group.



Noting that website visitors who use the search term "pressure washing" have an above-average conversion rate, a commercial window-cleaning service creates blog posts using that term, thus driving more high-quality traffic to its site.

# WORKING WITH A PREMIUM PARTNER



Almost nine out of 10 marketers cite locating ideal customers and prospects as a major concern,<sup>2</sup> and precise, successful audience targeting requires advanced tools, experience, expertise, and connections to the people you need to reach.

A premium publisher—a trusted, high-quality news organization—has access to powerful data along with the technology and sophistication to help you custom-craft a campaign that locates and speaks directly to your ideal customers. “Technology is really the enabler for successful audience targeting,” says

Blake Killian, vice president of strategy for Headline Studio at Advance Local. “And the amount of data that Advance Local has is staggering. It enables small businesses, in particular, to tap a very large audience that is precisely indexed and navigable.”

# CASE STUDY: FISHING FOR THE BEST CUSTOMERS

## COMPANY:

John's Watersports Emporium

## THE GOAL:

Learn more about the habits and tastes of customers likely to buy high-end, specialty fishing gear sold online and in brick-and-mortar stores.

## WHAT HE KNOWS:

First-party data from the website, the store, and social media tells John his typical high-end shopper is 45, is college-educated, earns \$150,000, and lives within 10 miles of the store.

## WHAT HE DOESN'T KNOW:

Hundreds or thousands more fishing enthusiasts matching that profile would love expensive rods, reels, and lures. But where are they hiding?

## STEP 1:

Working with a premium publisher, John digs deeper into his own data, considering psychographic factors that help explain key motivations and behavior. Do customers fish because they love being outdoors and staying fit? Would they pay more for top-quality gear and brands they trust?

## STEP 2:

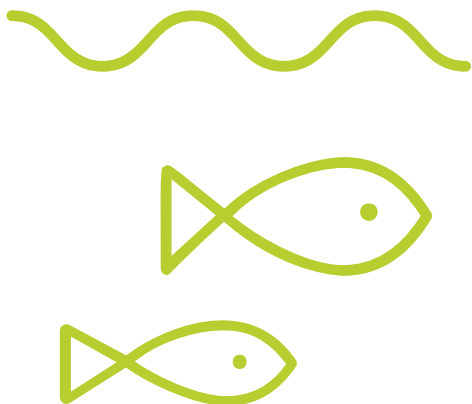
Next, the publishing partner mines its exhaustive data on its own audience—legions of loyal readers who spend time on its digital, mobile, and print platforms every day—looking for points of connection.

## STEP 3:

Working together, John and the publishing partner design and execute a marketing campaign with the right mix of media—display ads, sponsored content, search engine marketing—to attract those high-end anglers. The campaign targets readers on the publisher's own properties as well as on other websites those readers visit regularly. It uses tools such as predictive targeting, which harnesses data about the past behavior of profitable customers in creating messages for new customers, and retargeting, which directs ads and other content to people who have shown interest in similar products.

## STEP 4:

As John's campaign unfolds, measuring results is the next key step. Where is the increased traffic coming from? Which devices are used? Do the new customers look like the existing ones, or is there an additional promising audience—younger women, say—that John could reach out to with additional messages? Through a continual, mutually reinforcing process of analyzing data and refining his marketing approach, John delivers the right message to the right customers—the essence of audience targeting.







Thank you for taking the time to download this guide. Learn more about how to measure and assess your digital marketing strategy. Contact an NJ Advance Media Marketing Consultant at (800) 501-2100 or email [marketing@njadvancemedia.com](mailto:marketing@njadvancemedia.com).

#### ENDNOTES

1. <https://www.emarketer.com/content/this-is-where-marketers-are-spending-on-us-audience-data>
2. <https://www.socialmediaexaminer.com/social-media-marketing-industry-report-2017/>

