20-MINUTE WEBINAR

Who is my target audience?

Is my website reaching them?

IOWA STATE UNIVERSITY

Build your site based on outcomes your USERS want.

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Who is my target audience and how do I reach them?

Target Audience =

The group of people identified as being most likely to understand and desire your brand value.

1	Demographics

- Age
- Gender
- Location
- Education Level
- Income

How would you describe them?

2	Psychographics

- Interests
- Activites
- Relationships
- Emotions

Are there others like them?

Personalization is the key to successful online marketing.

The more clear you are on target audience, the faster you will grow and see success.

You can't serve multiple audiences unless you have clearly defined each one and how they can be reached.

Primary, Secondary, & Tertiary Audience

Primary audience: Have the means in the decision-making process
If one person could walk up to you and immediately understand and desire your brand value, who would it be? How would you describe them? Are there others like them?

Secondary audience: Can influence the decision-making process
Who are the next group that would benefit, maybe not as much as primary, but their lives could be improved as well?

Tertiary audience: Directly or indirectly benefit from your work, but may not be the primary target

Department Site

Primary Audience (Action-Takers)

- Have the means in the decision-making process

- Would benefit the most from your value proposition

Samantha Doe

Future student

Samantha Doe

Future student

Hometown: Leon, IA
Interests: Volleyball, Coffee shops, Bike riding

Values

- ★ Career matters
- ★ Degree matters
- ★ Sports opportunities matter

Environment

- ★ YouTube
- ★ Facebook
- ★ Instagram
- ★ Time with friends
- ★ Retail job

Influences

- ★ Where do you see yourself in 5 years?
- ★ What's your plan to pay for college?

Obstacles

- ★ Nervous about next steps after high school
- ★ Curious trying to narrow down a major
- ★ Concerned about financing college

What does Samantha need in a website?

- ★ Examples of students documenting their journey at ISU
- ★ Short snippets of text that answer her questions
- ★ Content where Samantha is priority from the start
- ★ Social media managed by current students – updated often

Department Site

Secondary Audience (Advisors)

- Can influence the decision-making process

- Don't benefit as much as primary audience, but lives can still be improved

Samantha Doe
Future student

The Smiths
Parents

Values

★ Cost
★ Career placement
★ Safety
★ Living arrangements

Environment

★ YouTube
★ Facebook
★ HS Sporting Events
★ Church gatherings

Influences

★ Where is your oldest going after HS?
★ Are they staying in the dorms or getting an apartment?

Obstacles

★ Nervous about unexpected expenses
★ Concerned about missing application and financial aid deadlines

Tom and Judy Smith

Parents

Hometown: Bettendorf, IA
Interests: Pickleball, ISU Football, Traveling

What do Tom and Judy need in a website?

★ Examples of career placement from recent graduates
★ How to visit, application and FAFSA deadlines
★ Faculty availability
★ Tuition + books + housing costs
★ Learning Communities

Department Site

Tertiary Audience (Evaluators)

- Can be directly or indirectly impacted by your work

- Often will "wait and see"

Persona A
Samantha Doe
Future student

Persona B
The Smiths
Parents

Persona C
Jill Hansen
ISU Donar

Jill Hansen

ISU Donar

Location: Chicago, IL
Leadership: Founder/CEO and ISU Alum looking to advance research

Values

★ Recent advancements
★ Publications
★ Recent news
★ Consistent data output

Environment

★ YouTube
★ Research publications
★ Donar gatherings
★ Conferences
★ Podcasts

Influences

★ Presentations about scientific advancements
★ Inquiries about recent donations and their impact

Obstacles

★ Discerning Investments in research that will advance
★ Connecting with research groups

What does Jill need in a website?

★ Excellent About section
★ Examples of successful research - recent track record
★ Collaboration with other successful researchers
★ Contact information
★ Full team showing progressive growth

Common Interest? Success Stories

Samantha Doe

Future Student

The Smiths

Parents

Jill Hansen

ISU Donar

Lab Site

Primary Audience (Action-Takers)

- Have the means in the decision-making process

- Would benefit the most from your value proposition

Paige Harper

Researcher

Paige Harper

Researcher from External Organization

Location: Denver, CO
Research: Effects of plant growth based on altitude

Values

★ Research advancement
★ Finding collaborators
★ Funding for research

Environment

★ YouTube
★ Facebook
★ Conferences
★ Research books
★ Coffee shops

Influences

★ How has your research progressed?
★ Can you tell me more about your latest publication?

Obstacles

★ Busy preparing for tenure
★ Preparing for conference presentations
★ Nervous about securing funding for research

What does Paige need in a website?

★ Research development articles
★ Available equipment and new ways for discovery
★ Researchers willing to collaborate
★ Contact profiles for faculty and labs
★ Job Board – place to post job opportunities

Lab Site

Secondary Audience (Advisors)

- Can influence the decision-making process

- Don't benefit as much as primary audience, but lives can still be improved

Persona A

Paige Harper
Researcher

Persona B

Jill Hansen
ISU Donar

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What does Jill need in a website?

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★ Contact information
★ Full lab team showing progressive growth

Common Interest? Awards, Recognitions, Testimonials

Paige Harper

Researcher from External Organization

Jill Hansen

ISU Donar

How can you reach them?

1. The landing page – specific elements for each audience
2. Know your personas – be where they are
3. Know your value – benefits you can provide that others can't

Key Takeaways

Over-segmenting can waterdown messages

Know your personas

Target audience vs. actual audience - segmentation without strategy is bad for personalization

Audience Persona   **Website Purpose**

Cals.las.iastate.edu/resources

We launched a blog!

Understanding Your New Monthly Analytics Report

This summer's focus is all about helping clients get a better grasp of their web content. Building a website is not a one-and-done operation. It takes a great deal of maintenance and a deep understanding of your users and their goals. So how do you, as a content editor, know what the user wants? The first step is understanding your monthly analytics report.

In this post, we will break down each section of the report to give you insight into what the data can tell you.

Cals.las.iastate.edu/blog

How to Tackle that Dated Content

20-MINUTE WEBINAR

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