

THINKIFIC

MARKETING STRATEGIES REVEALED:

Audience Research

Audience Research

Before creating any product, it's crucial to determine your customers' needs and wants, so you can create a product that actually solves their problems.

This step is often missed and, yet, without it one runs the risk of low sales, bad reviews, and wasted effort. How can you be sure you're creating something that your audience is truly in need of? The easiest solution is to simply ask them.

In this guide, we'll walk you through how to ask questions, and really listen to your audience. The key to listening is being intentional about what you are trying to learn. Keep this in mind as you formulate your questions - how will you use this knowledge to inform your course design?

Outcome:

Data you can use to create your customer avatar and business brand

Estimated time:

1 - 1.5 weeks



Easy Ways to Listen to Your Audience

There are many ways you can conduct audience research, but we recommend the following options. Choose one to start, and then add other methods if needed. For instance, you might begin with a survey, and then choose to dig deeper into an individual's initial survey responses with an interview.

1. Send a survey
2. Conduct interviews

Your goal with these efforts is to determine the following:

- Who is my target audience?
- What are their main challenges?
- What results are they looking for?



Send a Survey

Surveys can be sent to your audience via email or social media - we recommend sticking with whichever medium you already use to communicate with them. In the space below, plan out how you'll conduct your audience research.

1. Brainstorm all the ways you can send out your survey. How can you ensure you receive at least 10 responses?

Example: I will send the survey to my "X" list, and I will post in my Facebook group.

2. What will your message say? Tip: Try offering incentives to increase the response rate, such as a discounted price to the course, free access, or a draw for a free coaching session.

Example: Hi everyone, help me help you better. I'm looking to create a program on X! Do you have 2 minutes to answer a quick survey? In exchange for your time, you'll be given free access to the course when it launches!

3. Craft your survey. You can send an email, use social media, or do a combination of both.

To email a survey, simply create a copy of the survey template below and adjust it to your specific needs.

[Audience Research Survey \[Template\]](#)

If you have a strong social media following, then this is one of the easiest and fastest ways to engage and ask your audience. There are various ways you can ask:

- [Run a poll in Facebook](#)
- Post a question in your [Facebook Group](#)
- [Ask questions using Instagram stories](#)
- [Create a poll using Instagram stories](#)

4. Put everything together and send your survey! Your aim is to get at least 8-10 responses.

Record Your Survey Findings

Once you have received at least 10 responses, review the responses and search for common keywords and themes. Here, you will discover your audience's most painful struggles and desired solutions - use this information to answer the questions below.

Tip: Not all responses should be weighted equally. Pay closer attention to the survey responses that come from your ideal audience- you'll want to narrow your focus to those needs and desires!

1. What is the transformation/outcome most desired by your ideal audience? What do they want?
2. What are the roadblocks holding your ideal audience back from reaching their desired transformation? (Problems)
3. Based on your expertise, what solutions would you recommend to solve the roadblocks above? (Solutions)
4. List any keywords, themes, and feeling words from the survey responses.

THINKIFIC

5. Using the information above, you should now be able to create your course learning outcome statement.

Tip: Treat this statement as a work in progress. Keep coming back and refining it as you learn more about your audience and craft your course content.

My course, called (Course topic)

Launching on (Date of goal)

Helps (Specific audience)

Overcome (Roadblocks/struggles)

By teaching them (Solutions)

So they can (Desired transformation)

Conduct an Interview

Nothing beats having a one-on-one conversation with your customer to understand their needs and desires. This is an excellent chance to connect with them on a personal level, and get to know your their pains in detail. Take notes, and record the conversation if possible.

1. Use a scheduling application (like Calendly) so customers can self-schedule a call with you.

- Connect your preferred video conferencing application to the account (Google Meet, Zoom, Whatsapp, phone number, etc.)
- Include the link to the scheduling application in your email.

2. Write an email to your audience asking if they're open to a quick chat.

- You can title the email: "Hey [name], can we chat?"
- Ask them to use the scheduling link to automatically book time with you.
- You can offer a prize draw to solicit more participation.
- If you've already run a survey, you can reach out directly to the participants who indicated they were open to being followed up with.

3. When you are conducting the interview, your goal is to dig deeper into your customer's answers. Try following up with questions that start with *why* to reveal the emotional motivations behind their answers.

Interview structure:

- Greet them, introduce yourself, and explain the purpose of the call.
- If you plan to record the call or take notes (we highly recommend that you do at least one of the two), be sure to ask for their consent.
- Begin asking your questions, one at a time, and listening intently to their responses.
- Suggested questions:
 - What are your main challenges with [course topic]?
 - What are some questions you have about [course topic] ?
 - How have you tried solving this problem before?
 - What would you want to get out of a course on [course topic]?
 - What do you like about me/my product? (Note: Here, you're trying to see what your audience thinks about your brand and/or USP.)
 - Where do you think I can improve / is there anything I should do differently?
- Thank them for their time.