



# Audience Targeting Mini-Guide

**Stop Guessing. Start Marketing with Precision.**

A guide by Oaklea Media Solutions



Inside: Define your audience, sharpen your message, and make every dollar

# Why Audience Targeting Matters

If you're trying to reach "everyone," you're wasting effort on "no one."

Audience Targeting is what separates the pros from the guessers. It helps you"

1. Craft messages that resonate
2. Spend smarter on ads
3. Boost conversions without increasing costs

Let's find out who your ideal customer really is.



# Step 1: Define Your Ideal Customer

## Who Are You Really Talking To?

(or - To Whom Are You Really Talking - for the grammar police)

Start with the basics:

- Age range, location, gender
- Profession or industry
- Pain points and goals

Pro Tip:

The more specific you are, the more relatable your message becomes.

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Date of Birth:** \_\_\_\_\_

**Emergency Contact:** \_\_\_\_\_

**Notes:** \_\_\_\_\_

# Step 2: Map Their Journey

## From Problem to Purchase

Your customers follow a journey:

1. Awareness - They realize they have a problem.
2. Consideration - They explore possible solutions.
3. Decision - They chose who can help.

Ask Yourself: Where is my ideal client on this path – and how can my content guide them forward?

### 3 STEP JOURNEY



# Step 3: Craft Messaging That Connects

## Speak Their Language

Your message must sound like it's written *for them*, not *at them*.

- Use their pain points as headlines
- Match your tone to their mindset
- Offer clear solutions, not buzzwords

### Generic Messaging



### Targeted Messaging



# Quick Targeting Worksheet

● Who is your ideal customer? \_\_\_\_\_

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● What are their top 3 pain points? \_\_\_\_\_

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● Where do they spend their time online? \_\_\_\_\_

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● What language or tone resonates with them? \_\_\_\_\_

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● What do they *most* want from a solution like yours? \_\_\_\_\_

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# Ready to Turn Precision into Profit?

Oaklea Media Solutions helps businesses like yours refine targeting, sharpen messaging, and amplify conversions.

Let's Talk Strategy

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