

How to Identify your Target Audience

and Achieve your Goals using Digital Marketing



Introduction

Understanding your target audience is essential to the success of any business. This facilitated session will work with non-profit SMEs to consider who their stakeholders are and discuss ways to engage with them through coordinated and targeted Digital Marketing.

In a sector where acquiring donations may be a main objective, this workshop will get you to consider approaches to developing relationships with donors to achieve longer term donations and legacy ambitions.

Who is it for?

Whether your target audience are donors, customers or beneficiaries of your work, this workshop will help non-profit SMEs identify their target audience, reach them and connect with them online.

What will I get out of it?

- A clear picture of who your target audience is
- Begin to develop a strategy to connect with that audience
- Learn to align your targeted marketing with your organisational goals
- An understanding of how to track these goals

Workshop structure

Morning

- Identify your audience
- Develop insights using data
- Understand audience behaviour

Afternoon

- Setting your goals
- Reaching your goals
- Tracking your goals

Duration

one day

Dates

Contact our Digital Skills team for upcoming workshop dates

Timing

Registration: 09:15

Session: 09:30 – 16:30

Location

Frenchay Campus, BS16 1QY

Cost

Fully subsidised for Workforce for the Future registered SMEs

Book your place

Contact our Digital Skills team to book your place on the next workshop

Contact

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