

Will it Fly?® Checklist

Module: Brand Strategy

Section: Target Audience

Section Objective: To ensure you have a complete understanding of how to communicate with your target audience.

- Based on your situation analysis, have you identified and segmented your core target customer?
- Do you intimately understand your core target customers and how they perceive your product?
- Have you used visual and emotional triggers to lure your core audience?
- Does your brand marketing strategy accurately target your core customer?
- Have you used your core users strategically as a means to induce others to try your brand?
- Are you relying on market testing with your core customer in the development of your brand?

See Educational Brief for Target Audience to learn more.
