

Audience Finder Example

Audience Development Plan

Ingrid Handeland

26 February 2016

Contents

[1] Goal Setting.....	2
[1.1] Where your organisation is now	2
[1.2] Identifying your organisation’s audiences	Feil! Bokmerke ikke definert.
[2] Situational Analysis	3
Internal	3
External.....	3
[2.1] Identifying new audiences	3
[2.2] Identifying existing audiences	3
[2.3] Identifying programmes	3
[3] Strategy	4
Ansoff Matrix Example.....	4
[3.1] Setting audience objectives	4
[4] Take Action.....	6
[4.1] Your Objectives.....	6
[4.2] Action	6
[4.3] Capacity and resources	6
[4.4] Measuring Success	6

[1] Goal Setting

[1.1] Where your organisation is now

[1.2] Identifying your organisation's audiences

Behavioural - What are they like?

Geographic - Where do they live?

Demographic - Who are they?

Attitudinal - What do they think?



[2] Situational Analysis

Internal

Strengths | **Weaknesses**

External

Opportunities | **Threats**

[2.1] Identifying new audiences

Potential Target audience | **Barriers** | **Motivation**

[2.2] Identifying existing audiences

Existing Target audience | **Barriers** | **Motivation**

[2.3] Identifying programmes

Audience Type | **Audience** | **Programme Type** | **Programme**

[3] Strategy

Ansoff Matrix Example

Ansoff's Matrix	Programme	
	Existing	New
Audiences	Existing Market penetration Objective: retain, and increase the frequency and attendance of, existing / lapsed audiences	Product development Objective: increase audience cross-over by extending types of programme offered to existing audiences
	New Market development Objective: attract new audiences to existing programme	Diversification Objective: develop new types of programme offers to respond to the specific needs of new audiences

There are no entered programmes

[3.1] Setting audience objectives

There are no entered programmes

[4] Take Action

[4.1] Your Objectives

WHO Target Audience	WHAT Product/offer	HOW Emphasis on which feature(s)
------------------------	-----------------------	--

[4.2] Action

Audience	Price	Place	Promotion
----------	-------	-------	-----------

[4.3] Capacity and resources

Area for development	Action	Responsibility	By when (deadline)	Budget Y/N
-------------------------	--------	----------------	-----------------------	------------

[4.4] Measuring Success

SMART Objective	Measure of success	Information / evidence needed	Collection method From whom / where
-----------------	--------------------	----------------------------------	--