



Defining Your Brand

Defining Your Target Audience

Your target audience is the demographic of consumers who are most likely to buy or be interested in your products or services.

The Benefits

- 1** Achieve business goals faster and more efficiently
- 2** Can highlight competitive gaps for new content
- 3** Helps stay aligned with real customers and engage with them more deeply
- 4** Boosts customer acquisition and retention
- 5** Helps to understand pain points, preferences and behaviours
- 6** Helps to develop more relevant content and increase conversions

Increases revenue

Quantitative

Quantitative collects numerical data and analyzes it using statistical methods. The aim is to produce objective, empirical data that can be measured and expressed in numerical terms

VS

Qualitative

Qualitative on the other hand, collects non-numerical data such as words, images, and sounds. The focus is on exploring subjective experiences, opinions, and attitudes, often through observation and interviews