

Target Audience Profile Template

- *Reasons for buying/engaging drive your messages*
- *Each message needs a strategy and specific tactics to support it*
- *Aim for 3-4 messages/strategies, using this process to develop each one*

Top reasons they buy/engage?

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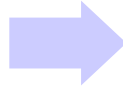


Top reasons they don't?

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Message



Strategy



Tactics

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Need both STRATEGY & TACTICS!

*Strategy without tactics is the
slowest route to victory.*

*Tactics without strategy is the
noise before the defeat.*

(Sun Tzu)