

Toolkit for building character profiles

And getting to know your audiences better



Introduction

Most people know that defining your target audiences is one of the first steps to planning a successful audience development and marketing campaign. But where do you start?

Your Box Office system (if you have one) will give you ticketing information, segmentation tools (if you use them) will give you arts engagement facts, surveys and questionnaires (if you send them) will give you a window into their thoughts, and public data (if you have access to it) will give you wider information about their demographics.

But how do we go about putting all that information together, to give us, as arts professionals a 360 degree insight into what our target audiences need for us.

And then when we have that information, how can we change what we do, in order to actually give them what they need.

This “How to build a character profile” resource from Flying Geese works you through our tried and tested method.

Step by step guide

1. Work your way through completing the information in the table below
2. Amalgamate the information in the “your answers” column into a one-page fact sheet about each of your target groups
3. Amalgamate the information in the “What does this mean for me” columns into a one-page fact sheet to form a set of guidance to help you through your campaign.

Guidance.....

1. This page help you define who your target audience might be, in the very first instance.
2. Start by giving your target audience a name. Perhaps 'Lapsed attender' or Under 30s.
3. Then use broad brush stroke decisions to outline their current level of engagement with you.

Start with the basics....

Target Group name:

Dates you're doing this work:

Top line information:

Attendance type: Attenders / non attenders

Level of attendance: Lapsed attender / Occasional attender / frequent attender / Very frequent attender

Level of giving: Low level giver / Mid-level giver / High level giver / Top level giver

Level of membership: Friend / Associate

Objectives for my target group:

What do I want to do with this target group?

Headline information:

Number of people in initial target group:

Is this number: Too many / manageable

Do I need to segment this group further? Yes / No

How can I segment this group further?

Number of people in segmented group:

Guidance.....

This worksheet concentrates on how your target audience might engage with your organisation, though their ticket purchase behaviour.

If you do not have a box office system, think how else you might collect some of this data.

If your target audiences have not yet attended, many of these questions will not be relevant.

What does this mean for me?

This is an important column as it makes you think- "How can I use the information to inform my next steps."

For example... if your audience have never attended your venue before, you might conclude that they will need information about who you are, what you do, and why you are important. They will need to be told 'top of the funnel' information.

Were as if your target audiences have attended twice in the last year already, they and will need specific reasons to engage with you more with bold calls to action.

Ticketing information

Questions to find out	Where can I find out this information	My Answers	What does this mean for me?
How many bookers (or people) are in my target group?			
How many events have they attended in the last: 3 years / 12 months / 6 months?			
How many events average person attended in the last: 3 years / 12 months / 6 months?			
How many tickets have they purchased in the last: 3 years / 12 months / 6 months?			
What is their average party size?			
How much income has my target group generated in the last: 3 years / 12 months / 6 months?			
What is the average value of each member within my target group in: 3 years / 12 months / 6 months?			
How far in advance does my target group usually book?			
What kind of events do they like to come and see			

Guidance.....

This worksheet concentrates on how your target audience might engage with your organisation, though their giving behaviour

If you do not have a structured giving framework, think how else you might see given income come into your business.

If you have specifically stated that your target audience are not givers, some of these questions might not be relevant

What does this mean for me?

This is an important column as it makes you think- "How can I use the information to inform my next steps."

For example... if your audience are low level, or non givers, they will need top level information about the impact that you make and the work that you do. They will want to know how a small contribution can make a big difference

Were as if your target audiences are already donors, they would be more interested to know the progress you are making, or hear the voices of specific people you have helped. They will want to know how a larger donation can make a specific difference to a specific project.

Giving information

Questions to find out	Where can I find out this information	My Answers	What does this mean for me?
What percentage of my target group have memberships?			
What percentage of my target group are donors?			
How regularly does my target group donate?			
How many donations has my target group made in the last: 3 years / 12 months / 6 months?			
What is the average number of donations each member has made in the last: 3 years / 12 months / 6 months??			
How much income has my target group generated in the last: 3 years / 12 months / 6 months?			
What is the average value of each member within my target group in: 3 years / 12 months / 6 months?			
What percentage of my target group have memberships?			
What percentage of my target group are donors?			

Guidance.....

There are many arts, heritage and culture segmentation tools available to us.

Audience Finder by Audience Agency, Culture Segments by MHM, Fawkes are just three of the most popular ones that we use at Flying Geese.

This information is helpful. Although the answers may not be specific to your organisation only, it will give you insight into how your target audience value, behave and engage with arts heritage and culture in their daily life.

If your target audience do not engage in arts and culture very much at all, they might better respond to social media advertising targeted at other areas of their life – such as fashion, cooking, or gardening.

But if your target audience regularly engage with other arts, heritage and culture offers, an effective partnership campaign might be more beneficial.

Note: If you have multiple segments within your target group, we suggest you separate your target group by spectrum segment and complete multiple versions of this resource

Spectrum information

Questions to find out	Where can I find out this information	My Answers	What does this mean for me?
Which audience segments do my target audience fall into?			
Is there a lead / majority segment?			
What is the core profile of this segment			
What are the attitudes of this segment:			
What type of events does this segment come and see with us?			
How does this segment engage with the wider arts, heritage and culture sector?			
What are the digital preferences for this segment?			
What are the communications preferences for this segment?			
What are the comfort zones for this segment?			
How can I encourage this segment do something just outside of their comfort zone?			

Guidance.....

Demographic information can be reasonably easy to obtain, if you know where to look.

A good starting point is the EAPR reports available from Audience Agency, but at Flying Geese we also use the latest Census information, EAPR reports, Street Check, LG inform, Mosaic segmentation, Acorn information, Check my Street and the ONS to name a few.

When you're completing the "What does this mean for me" section, think about the strengths, weaknesses, opportunities and threats facing your target group and what you can do to maximise those opportunities and remove the risks.

Note: If you're answers spread... for example, if your target audience fall into multiple age groups, look to see which is the dominant age group. Although you won't be able to say: My target audience is only 30, you might be able to say, my typical target audience might be 30.

Or, you could use the 'majority' brackets to really hone down on your target audiences, to be specific. A specific target audience is always good.

Demographic information

Questions to find out	Where can I find out this information	My Answers	What does this mean for me?
What is the age group of my target segment?			
What is the ethnicity of my target segment? How long have they lived in the UK? Where were they born? What is their main language?			
What level of health and ability does my target segment have?			
What social grade are my target segment in? What level of qualifications and employment level do they have?			
What % of my target segment are economically active?			
What is the household makeup of my target segment? Do they have children? Do their children live at home? Do they experience deprivation? By how many dimensions?			
Where do the majority of my target population live?			
What generation bracket does my target audience			

Guidance.....

Tailoring your campaign to the psychographics of your target audience can improve engagement rates beyond any other type of profiling.

It encourages you to tailor your offer, your communications styles, and your promotion channels to people in their everyday life.

Believe it or not, not everyone thinks about arts, heritage, and culture 24/7. So therefore it is our job to interrupt their thought process, and charge in with our campaign messaging.

But how do we do that? We make sure our messaging is prominent and catches their eye on all the other platforms, channels, locations, and spaces in which they live their life.

For example, if you have a new toddler offer, you might consider social media advertising to go out to people who google "sleep training" at 3am

Finding out this information can take some digging, but at Flying Geese we find that Goldman Sachs, Pew Research Centre and Corporate Finance Institute have some great generation profiles.

Psychographic information

Questions to find out	Where can I find out this information	My Answers	What does this mean for me?
What generation bracket does my target segment fall into?			
What are their hobbies and interests? Where do they spend their free time?			
What brings them happiness and what does success look like?			
What are their biggest challenges at the moment?			
What are their primary goals in life right now? And for later?			
What is most important to my target group and what do they value the most?			
Where do they find their information?			
What keeps them up at night?			
Who are their influencers? Who is important to them? What are their favourite quotes and memes?			
What daily choices do they make?			
What views on media, popular culture and politics might my target audience have?			

Guidance.....

This section really focuses your attention to what your target audience might think of your organisation.

No matter how strong and clean you aim your brand to be, it is your target audience's perception of your brand that will influence their decision to engage with you, not what you believe the brand reality to be.

Addressing some of your brand negatives can sometimes be difficult to navigate. At Flying Geese we encourage our clients to tell positive stories about the work that they are doing, and channel them to the right people, to change people's perceptions – and therefore their likelihood of engaging – with an organisation.

Brand and Qualitative information

Questions to find out	Where can I find out this information	My Answers	What does this mean for me?
Why does this target group engage with us? What are their motivations?			
What do they think of us in terms of quality?			
What does my target group think of us in terms of value for money?			
What does my target group think of us in terms of their overall experience?			
Has my target audience formed this view, on their own experience or from someone else?			
What three words do my target audience associate with us?			
What factors might negatively influence our brand reputation with this target group?			
What factors might positively influence our brand reputation with this group?			

Next....

1. Accumulate all of your answers onto one page of A4 to build yourself a fact sheet
2. Accumulate all of your learning onto one page of A4 to give yourself a set of pointers about what you can do best for the group

Flying Geese

Flying Geese is an arts and heritage consultancy with a difference.

We offer serious strategic, audience focused consultancy that's always clear, realistic and can be implemented on a day-to-day basis by your team.

Our expertise covers marketing, fundraising, data and organisational development. When we help you become vision-led, that vision is always connected to the real-world situation on the ground where you are based.

Explore the difference we can make for you.

Email: Beckie.smith@flyinggeese.co.uk for a free 30 minute conversation about what's happening at your organisation.



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