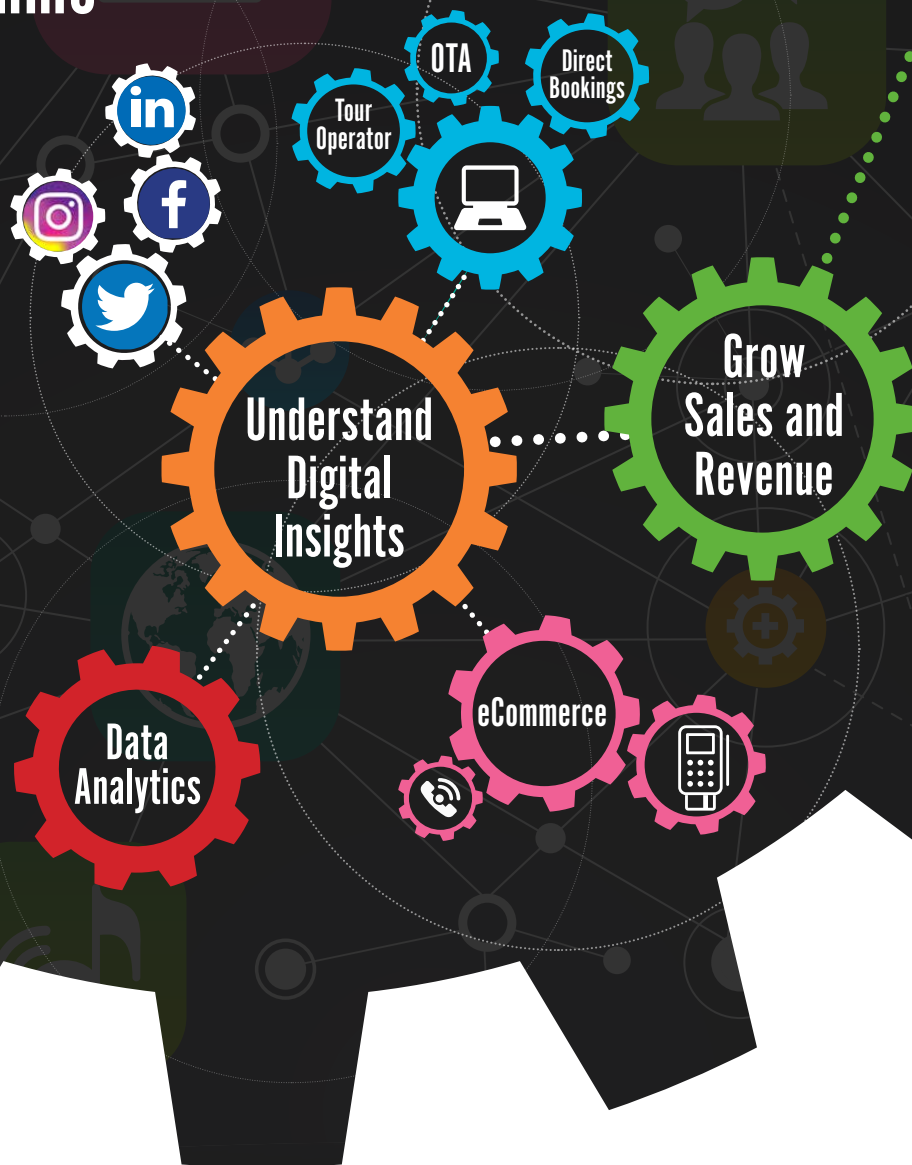


Part of the
**Digital Performance
Improvement
Programme**



TARGET AUDIENCE CHECKLIST



Fáilte Ireland
National Tourism Development Authority

TARGET AUDIENCE CHECKLIST



The following template can be used to map out your target audience(s). You need to clearly define your target audience as it affects everything you do online including your messaging, content, product positioning, branding etc. Copy the following template and use it for each major target audience.

Tip: Focus on the target audiences that drive 80% of your revenue in total.

Target Audience	[Give the target audience a name e.g. Domestic family]
Who is the buyer?	
What is the typical age range?	
What are their spending habits?	
What are they looking for?	
Where do they come from?	
How often do they come back?	
What do they typically say about us (include testimonials)?	
Other details.	

