AUDIENCE: FOUR KEY AREAS

WHO THEY ARE?

- Demographic Information
- Database Analysis
- Contact Information

WHAT DO THEY CARE ABOUT?

- External market research
- Supporter surveys & focus groups
- Past behaviour
- Message testing

WHAT THEY WILL DO FOR THE CAUSE?

- Transactional analysis
- Past behaviour
- Look-a-likes

WHERE DO WE FIND THEM?

- Demographic information
- Location mapping: *per City, per Venue, per Location*