

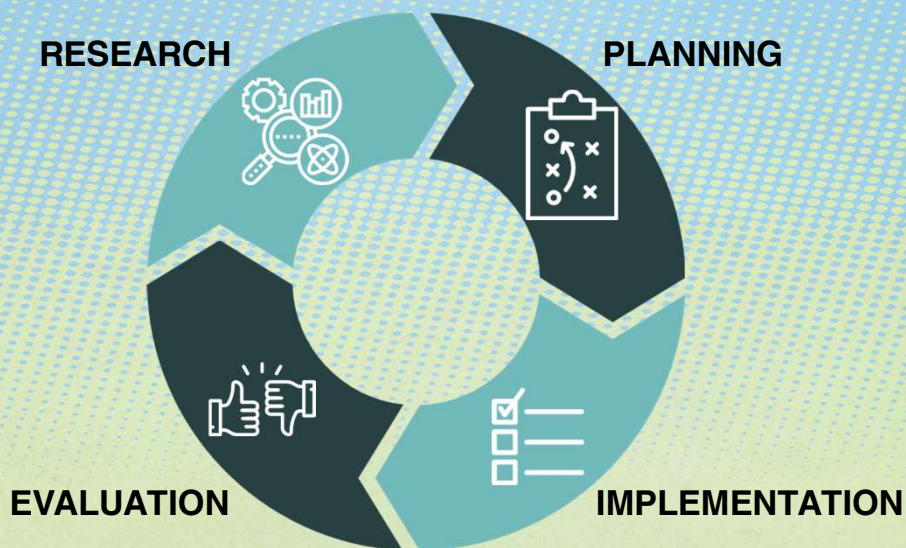
Identifying Your Target Audience

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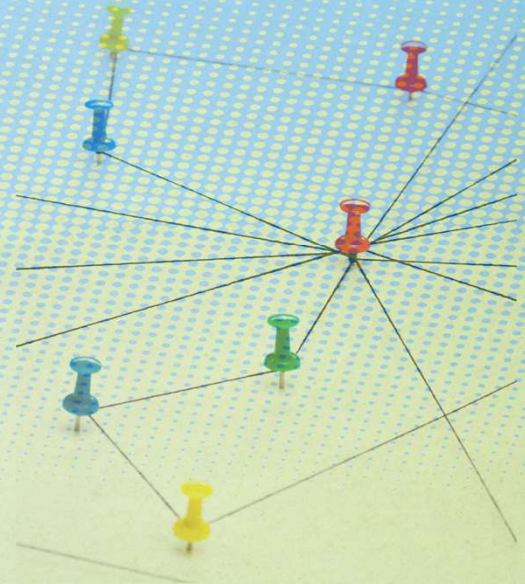
COMMUNICATIONS STRATEGIC PLANNING



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RESEARCH WHO CAN MAKE OR BREAK OUR SUCCESS

- What result are we trying to achieve?
- Who/what is affected and how?
- What's in it for us?
- What's in it for them?
- Do they know and believe it matters to them?
- Are they willing to participate, why or why not?
- How do we communicate with them?
- Whom do they trust?
- What else are they worried about right now?



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Who are you trying to recruit?

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POTENTIAL STAKEHOLDERS



Internal

Employees
Members/potential members
Vendors



Government

Elected officials
Administration officials
Federal/state/local



Community

Visitors/Patrons
Local Businesses
Neighbors
Group Leaders



Media

Traditional print, TV, radio news
Social media influencers
Thought leaders



Benefactors

Donors
Sponsors
Friends



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Embrace & Respect Differences

- Build a culture of respect
- Create a sense of belonging
- Consider the experience from different points of view
- Be thoughtful with language, word choice, images, placement

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Where do you get information?

- ☐ TV
- ☐ Radio
- ☐ Newspapers
- ☐ Facebook
- ☐ YouTube
- ☐ TikTok
- ☐ X/Twitter
- ☐ LinkedIn
- ☐ Friends/family/neighbors
- ☐ Religious institution
- ☐ Newsletters/emails

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Marketing to Generations

Baby Boomers (60+)

Baby Boomers (Born 1946-1964)

- **Embrace Loyalty:** 65% of Boomers say loyalty programs influence their purchasing decisions.
- **Prefer Traditional Channels:** 68% still trust TV, radio, and print ads over digital.
- **Value Quality:** 72% prioritize product durability and trustworthiness when buying.
- **Social Media Favorites:** 78% of Baby Boomers use Facebook regularly.
- **Email is Key:** 59% of Boomers say they prefer email for brand communication.



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Marketing to Generations

Gen X (45-59)



Generation X (Born 1965-1980)

- **Time-Crunched Consumers:** 76% of Gen Xers appreciate quick, easy solutions and clear value.
- **Trust Reviews:** 85% of Gen Xers rely on testimonials and online reviews before purchasing.
- **Active on Social Media:** 80% are active on Facebook, with 45% engaging on LinkedIn.
- **Digital Coupons Work:** 62% use digital coupons and find them influential.
- **Focus on Family:** 70% prioritize products and services that benefit their family.

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Marketing to Generations

Millennials (30-44)

Millennials (Born 1981-1996)

- **Mobile-First:** 93% of Millennials own smartphones and use them for shopping.
- **Social Media Powerhouses:** 87% use Instagram, TikTok, and YouTube for brand discovery.
- **Cause-Driven:** 83% prefer brands that align with social or environmental causes.
- **Influencers Matter:** 58% trust influencers over traditional ads.
- **Prioritize Experiences:** 72% value experiences over physical products.



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Marketing to Generations

Gen Z (13-29)



Generation Z (Born 1997-2012)

- **Short-Form Videos:** 84% of Gen Z watch TikTok, Reels, or YouTube Shorts weekly.
- **Authenticity Wins:** 82% are drawn to real, unfiltered content from brands.
- **Fast and Interactive:** 69% engage with gamified ads or interactive posts.
- **Eco-Conscious:** 75% of Gen Z prefer brands that prioritize sustainability.
- **Mobile Shopping:** 81% of Gen Z shop directly from their mobile devices.

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Marketing to Generations

Gen Alpha (under 13)

Generation Alpha (Born 2013 and Later)

- **Visual-Heavy Content:** 85% respond better to bright, fun, and visually engaging designs.
- **Gaming Platforms:** 77% actively engage through platforms like Roblox and Fortnite.
- **Parental Influence:** 93% of purchases are influenced by their parents.
- **Early Adopters:** 70% show interest in tech-forward products and innovations.
- **Interactive Education:** 88% prefer educational content that's interactive and fun.



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MAP YOUR STRATEGIES

- What sparks action?
- Where do you need to raise awareness?
- Who is on your side?
- What influences are at play?
- How do you cut through the chaos to be heard?

Direct your resources to the most “gettable” group

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GROUP PROJECT

Develop a communications strategic plan to recruit volunteers for a trail maintenance work day

- ☐ What is the demographic of your target audience?
- ☐ What do you need from them?
- ☐ What do they get out of it?
- ☐ Where will you direct your communications?

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THANK YOU

FOR YOUR PARTICIPATION



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