

# Understanding Your Audience:

Fine tuning your messaging and strategy to  
drive business

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Some Businesses Never  
Reach Their Potential  
Because They Never Truly  
Understand Their Audience



# Common Responses

“We have a  
handle on it”

“Our audience is  
everyone”

“How much do I  
really need to know?”

If You've Never Broken it  
Down, You Don't Know  
Everything

# What do I mean by audience?

B2B



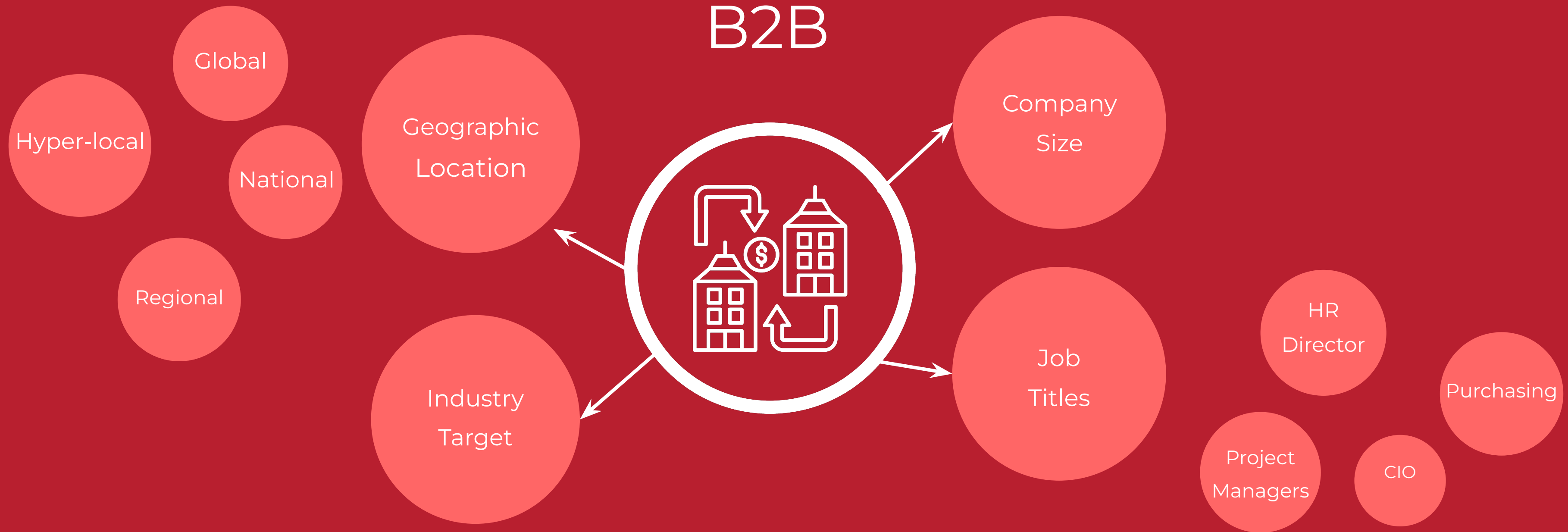
Business-to-Business

B2C



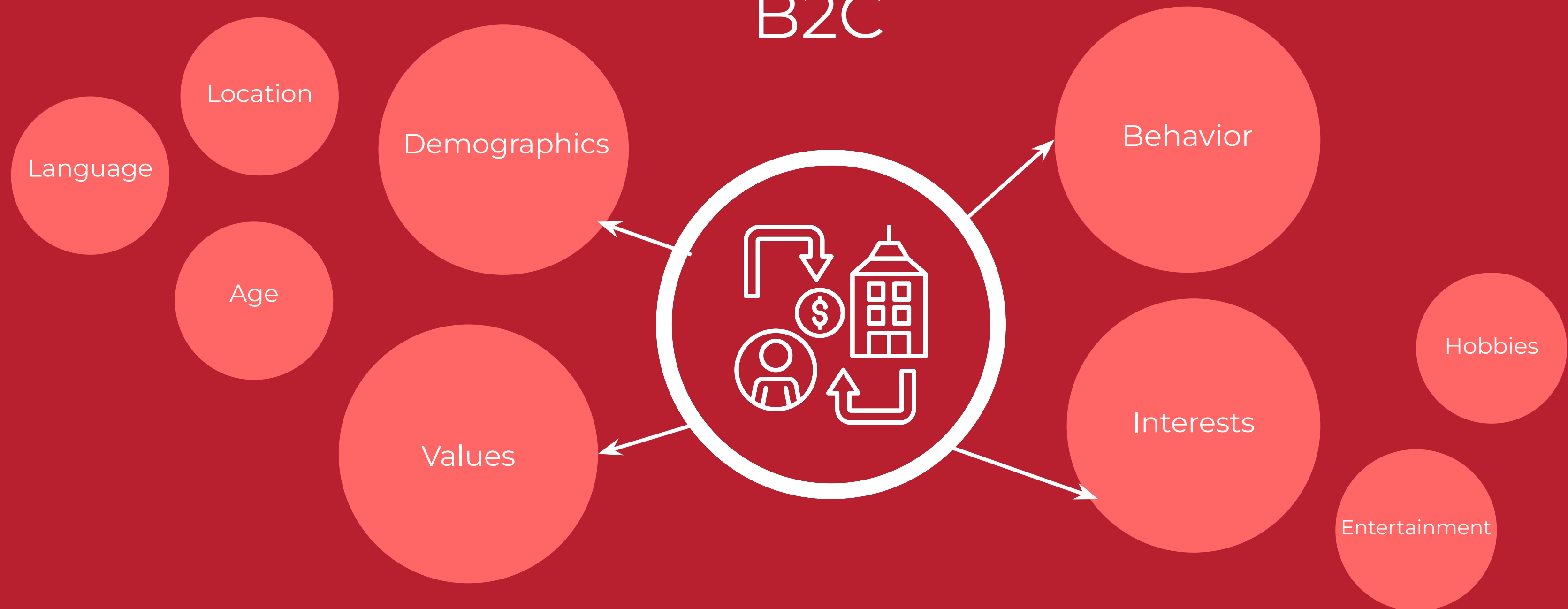
Business-to-Consumer

# Decision Makers/Influencers -



# Decision Makers/Influencers -

B2C



Business  
Category

How would you  
classify your  
category?



For example: Process Control  
Equipment/Products

# Business Category

Stage



Mature



Growing



Brand  
New

Business Category

Perception

How does your  
audience view this  
category?



For example: is it viewed as a  
commodity?

# Business Category Behavior

How are buyers making decisions?



Are they looking for the cheapest option?



Are they looking for reliability?



Do they look for third-party validation?

Your  
Brand

What attitudes are  
you trying to  
generate about  
your brand?



Hint: they should align with  
audience behavior

Your  
Brand

What is the biggest  
emotional chord  
you are trying to  
strike?



Peace of Mind



Fear of Missing Out



Socially Responsible



I'm a good parent / partner /  
child

# Audience Analysis Should Shape Messaging

All marketing efforts to a defined audience should have consistent throughline messaging

Audience Analysis should  
dictate Messaging and  
Marketing Strategy to  
ultimately drive  
Business



# Thank you!

Questions?

