Audience Analysis Communication

Why Analyze you Audience for communication?

Most people prefer to get their information in certain ways and from certain sources. Understanding these preferred channels and information sources can help you better know:

    1. What to say,
    2. How to say it, and
    3. How to better communicate your information.

What to do?

Do a Network Analysis.

Ask your clients

1. Who do they go to for (trusted) information and advice?

2. Who do they buy things from?

3. Who do they see as the community leaders?

4. How do they prefer to get their information?

Draw out the different sources and how they interact (You can use thickness of line to indicate the level of trust)

Good communication is based on a sound understanding of your audience.
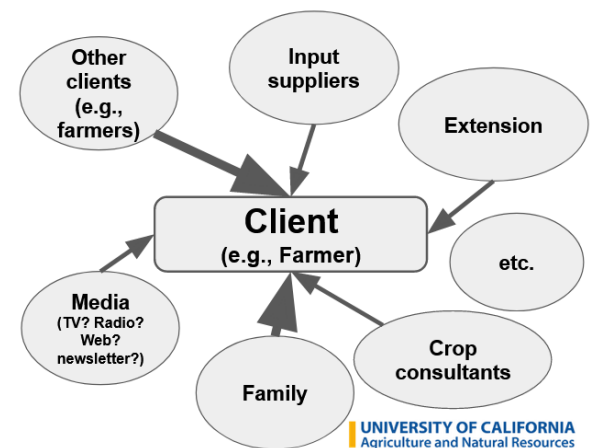
A simple network analysis can help you better communicate with your clients.

Analyzing your audience allows you to better communicate by using more appropriate language and by feeding into existing trusted information sources so that your message is better understood and more easily accepted.