

Audience Analysis

The first "P", your product or service, is the most important component to your business. This worksheet is designed to help you better define what you do. Spend a little time thinking about your product or service by considering the following questions:

What product or service do we offer AND how is it different from competitors?

NOTES

How do you know the product or service is in demand?

Do you offer different products/services to different people? Explain.

What do we know about our customers? How do they spend their time? What do they value?

MARKETING ADVERTISING SOCIAL MEDIA BRAND STRATEGY DESIGN

JDeLSURMarketing.com

912-295-5406

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