

MARKETING TO YOUR TARGET AUDIENCE



Networking and partnerships are an effective way to better your marketing efforts.

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Relationship building is an important part of content strategy.

This week we looked at the importance of target audiences and how they can help you develop effective content campaign strategies that save you money and keep viewers more engaged. The benefits of finding your target audience are numerous, as you can narrow down your advertising methods to save money and create targeted ads that are far more likely to draw in new customers. One strategy for reaching your target audience is to consider partnering with influencers and other strategic content creators associated with customers you are looking to attract. This type of partnership can be extremely effective as your target audience is all already gathered in a space with the influencer you have in mind, so it can be much easier to garner some attention from your target audience if you have the help of a strategic partnership. As Ebony mentioned in her guest speaking presentation, an effective way of finding these partnerships is to network as much as possible on social media. Connect with others who have similar interests and passions to your own, and reach out to them via direct message and by interacting with their posts. This way, you can not only build a personal connection with the creator but also a potential professional one where you can partner together. However, it is also important to always be aware of the ethics of the activities you are doing. Brands and companies should never be influencing what you, or any other content creator, is doing online, as Ebony explained. When approaching

potential partnerships it is important that you are not bribing or using other unethical tactics to create a partnership. Another key aspect of reaching your target audience is by building relationships with your customers to increase trust and draw new customers in, as Paljug emphasizes. Winners, a retail store owned by TJX Canada, does a good job of this in their social media marketing, as they will often post on their Instagram story a question, requesting user responses. They will then highlight some of those responses, re-posting them on their story and adding a personalized comment. They will also respond to the majority of comments posted on their feed. This encourages interactivity with followers as they feel the brand is connecting with them on a personal level. This will then lead viewers to shop more often at Winners over competitors as they feel it is more than just a store but a personal relationship. It is important to consider that building trust with consumers takes a long time. Finding out how to build trust and advertise to your target audience on social media takes a lot of trial and error, as Ebony said, and it is critical that you make an effort to stay relevant online and keep up with trends if you want to compete effectively for consumers' attention.