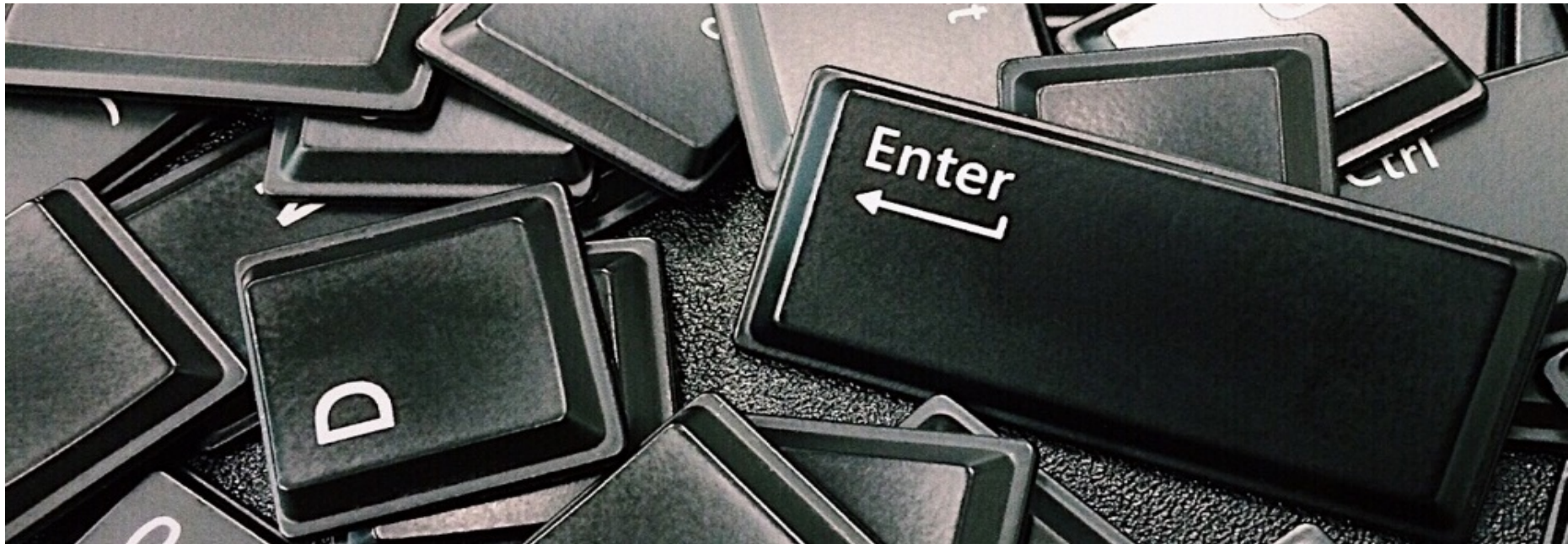


Communication –interact with
different target audiences



Convey your message – how?



Convey your message - questions to start with

- **Why?** What do you want to achieve, what are your goals?
- **Who?** Who do you want to communicate with ?
- **What?** What is your main message? How do you adapt to your target audience?

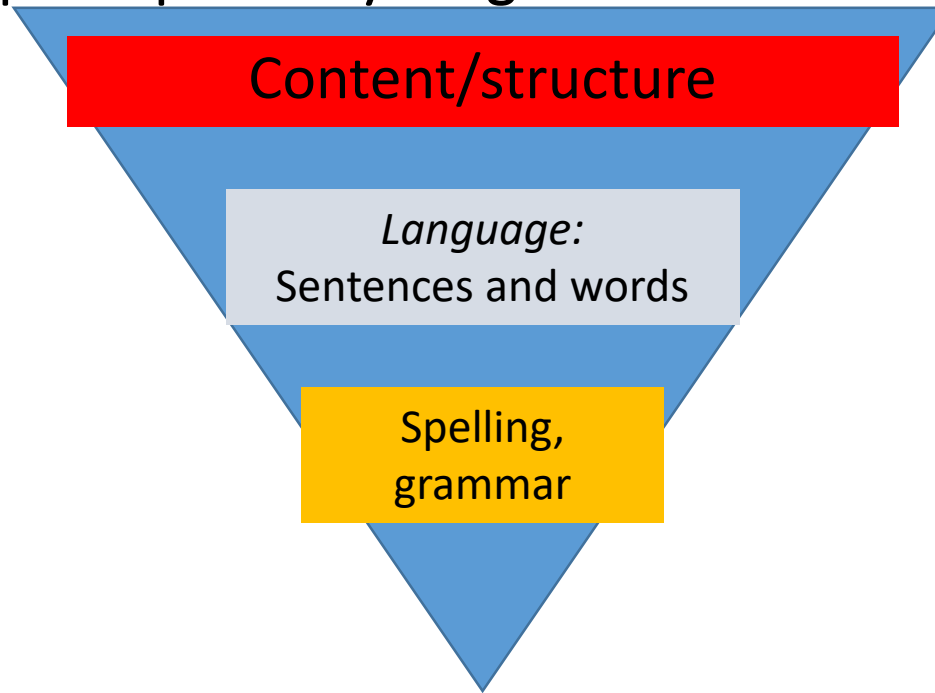
Convey your message – questions to start with

-When? When is the right time to convey your message? Continuously on a web site or a campaign at a certain time?

-How? Which channels are the best to use for your target audience? Web site, personal information, advertising, social media like facebook, something else?

The secret of successful communication/writing

Adapt to your target audience –
prerequisites: your goals and the context



Ref: Dysthe, Hertzberg, Hoel (2011)

Key question - the target audience – who are they?



“Talk to everyone and you’ll reach no one”

Who?

- **Different ways to look at your message and your target audience**
 - example: information for the general public. Think about who is affected the most. Think about who could benefit from the message. Think of a specific audience when you write/produce your information.

Some possible ways to segment your audience

- Age, education,
- Life stages, household size
- Geography – region, rural, metropolitan
- Attitudes, personality
- Hobbies

Some possible ways to segment your audience - businesses

- Business sectors – banks, energy companies, car companies..?
- Roles within the company (CEO:s, CFO:s, technicians etc)

Adapt your information to the audience – possible questions to you ask yourself about the readers

- Previous knowledge about the subject?
- Motivation?
- Interest?
- Attitudes, positive/negative?
- Benefits from the information?
- Experienced readers?
- Context – where and how will they receive the message?

Writers tip: Think about a specific person in your target audience

- Your neighbour, your colleague, your relative, someone else?

Test – before and after

- Interview a few representatives from your target group before start. How do they feel about the subject you want to inform about? What would motivate them to change – what would demotivate them?
- Test the material before you publish. What does your reader think? What does your reader feel?

Adapt content and structure for your target audience

- Select the most important messages and be clear and consistent
- Highlight the most important messages from **the readers' point of view**. What attracts interest and what is top of mind for your audience? Start from there.
- Use the structure of the text to make your message clear. Always start with the most important message – you can't count on your reader finishing a text.
- Try using bullet points if you have several important points to stress.

Challenges - all target groups

- Lack of time
- Hard to attract attention

Attract attention – write from your readers angle

- You can save xxx when using xxx...

Instead of

- A new technique provides means for energy saving ...

Attract attention – be close to your audience, be specific

- Start with local examples if possible.
- Be specific, write or talk about something the audience can picture or identify themselves with.
- Try to reach the audience with logical arguments as well as feelings.

Where does your target audience find their information? Where do you reach them?



Where do you reach your target audience?

- a few examples of choosing channel

- Web site information (work with search optimization – which keywords will your audience search for)
- Social media (Can you provide interactivity, and help out with answering questions? Can you co-operate with influencers?)
- Printed information – is there a context where your audience is open for printed information?
- Personal information – can you invite to meetings, workshops or encourage other forms of direct contact?

Text, pictures, videos – or all of them?



Text messages – be clear

- Avoid too long sentences. Shorter sentences are often easier to understand.
- Try to be active and direct. Use active verbs (“you can do it”, instead of “it can be done by you”)
- Use words that are adapted to the audience – as easy and as short as possible..

Text messages – be clear

- General tip: Try to imagine that you are talking to your reader. What would you say? Be clear, concise and avoid too formal writing if possible.

A quick, simplified example

- General useful tips: Keep a positive tone, if possible take the edge of possible objections. Provide examples, if possible.
- Example message: Use public transportation or bicycle instead of driving a car in the city.

Audience – young people

Website: The new bikeroutes are ready. Go from South Hill to North Hill without having to share the space with cars and trucks. Download the new map or use the bike app and try the new bikeroutes that connect the whole city.

Facebook: Try our new bikeroutes. Let us know what you think! And give us tips on new routes!

Twitter: See you on the new #bikeroute. Check out the map here.
#climate #environment #cyclist

Audience - families

- Website: **Buses, underground and trams cover the city. It's free for children under 10 years. Try our interactive guide to find your way around. You can also check out the map of all public transportation.**

This is feedback we got from families travelling with city buses last year.

- "It was quicker by bus than by car, surprisingly enough."
- "Easy to access the bus with a pram"
- "A bit difficult to find the right bus, but easy when we found the online information centre"

Audience - businesses

A new bikeroute connects the whole city. Using the bike in the central part of the city saves around 15 minutes on an average trip. Several companies have bought bikes for their employees to save time and reduce carbon footprint.

Using a bike is a quick way to travel through the central parts in the busy hours of the day. Company bikes are becoming increasingly popular.

”The new bicycles is a part of our sustainability work, that has been initiated by our employees”, Kim Smith, CEO of the company, says.

Communication – quick changes

- Don't wait until your content and your target audience analysis are perfect and complete - things change quickly. Start where you are – and adjust according to your results, statistics and feedback. Try and learn accordingly.