



IDENTIFY THE TARGET AUDIENCE AND ITS EFFECTIVE INVOLVEMENT

Divide the target audience into segments

Customers

Existing _____
Potential _____

Allies

Government _____
Media _____
NGOs _____
Other _____

Competitors

Competitors _____
Opponents _____

Contributors

Colleagues _____
Donors _____
Suppliers _____

ANALYSE EACH TARGET AUDIENCE

What is their interest?	What might be their expectations, needs, motivations?
_____	_____
_____	_____
_____	_____
_____	_____
What do these people know about you?	What do they think of your work?
_____	_____
_____	_____
_____	_____
_____	_____
Where do they get the information from?	What types of programs do they watch or what publications do they read?
_____	_____
_____	_____
_____	_____
_____	_____
What are their demographic characteristics? (Age, gender, income, education, etc.)	
_____	_____
_____	_____
_____	_____
_____	_____
What will they gain from your activity/campaign?	What will be their benefits, effects?
_____	_____
_____	_____
_____	_____
_____	_____

IMPACT INTEREST MATRIX

