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LESSON 14 TARGET AUDIENCE

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TARGET AUDIENCE AND OBJECTIVES FOR THE DIGITAL PROJECT WORK PLAN.





WHAT'S A TARGET AUDIENCE?

- The target audience is a group of individuals, homogeneous for characteristics, that, for the objectives of our project, we want to get informed about a theme, or we want to involve in a communication or awareness raising action.
- The action of involvement will be directed to address this group and we will build our strategy on the purpose of involve them.
- The precise identification of the target audience is essential for defining clear objectives of our digital project plan.



In fact:

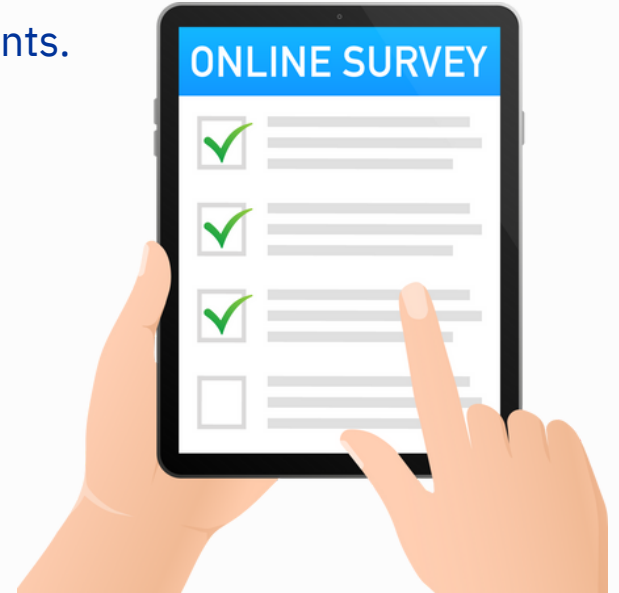
1. The identification of the target audience consents us to define who we want to address;
1. The identification of the target audience consents us to understand which will be the best instruments for our digital strategy.



HOW TO CREATE A SOUND SURVEY?

For creating an effective survey, there are three key elements.

1. To understand who are our target audience
1. To have clear which information we want to know
1. To write the right questions





WHY TO USE JOTFORM?



Jotform is a programme easy to understand for the users and permits to create surveys helpful for collecting data and analyse them.

The target audiences, through Jotform questionnaires, can be easily involved in surveys and data analysis.

Jotform is a basic web tool, that project manager and communication manager can use for the digital activities foreseen in their projects.

<https://www.jotform.com/help/chapter-1-getting-started-with-jotform/>



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thank you!



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