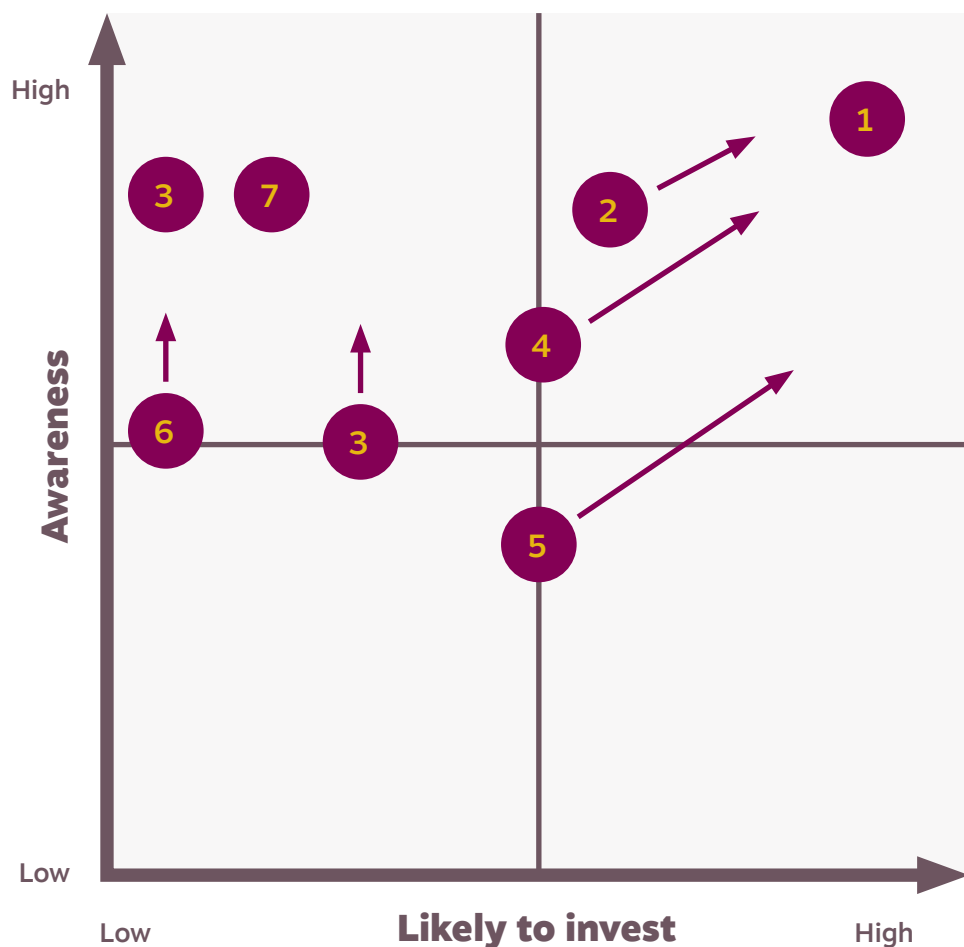




Audience Mapping



Use a grid like this to help identify people that are key to the success of your project, and to reveal where you should focus your communications effort.

In this example, the grid plots the people who would be most likely to invest in a community pub project against their current level of awareness of the campaign.

The top right hand box contains likely investors. The arrows show the direction in which it would be desirable to shift people in terms of awareness and likelihood to invest. These are the priority audiences for communications.

Others who are unlikely to invest may still be worth targeting with other messages, such as getting involved as a volunteer or donating services.

Audience

- 1 High Net Worth residents
- 2 Residents
- 3 Residents unable to invest
- 4 Friends & family of residents – local
- 5 Friends & family of residents – UK & international
- 6 Local businesses
- 7 Local councillors and MPs

