



# Audience profiling & research

Audience profiling and research is how we segment your audience and create personas using demographic and psychographic data.

## Why you should care

How can you create a successful marketing campaign if you don't know who you're marketing to? The days of pigeonholing and assumption-making are firmly behind us, and if you're not doing in-depth audience research and profiling, you're going to get left behind.

*The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.*



## How it works

We use a mixture of primary and secondary research to get to know your audience; who they are, what they do, what their challenges are, and how they usually behave. We then translate this research into clear audience profiles, broken down by key personas.

Audience profile and secondary research	Primary research	Profile building
<p><b>Demographics</b></p> <ul style="list-style-type: none"> <li>• Job titles</li> <li>• Departments</li> <li>• Verticals</li> <li>• Purchasing power</li> </ul> <p><b>Psychographics</b></p> <ul style="list-style-type: none"> <li>• Challenges</li> <li>• Needs</li> <li>• Trends</li> <li>• Origins</li> </ul> <p><b>Ecosystem</b></p> <ul style="list-style-type: none"> <li>• Keywords</li> <li>• Influencers</li> <li>• Publications</li> <li>• Conferences</li> <li>• Social channels</li> <li>• Companies</li> </ul>	<p><b>Input calls with</b></p> <ul style="list-style-type: none"> <li>• Customer-facing colleagues</li> <li>• Customers</li> <li>• Prospects</li> </ul> <p>(OPTIONAL) <b>Survey</b> 10-20 question questionnaire of your target audience</p> <p><b>Focus</b></p> <ul style="list-style-type: none"> <li>• Challenges</li> <li>• Needs</li> <li>• Trends</li> </ul>	<p>Condense research into a comprehensive set of personas that are representative of noteworthy segments of your target audience.</p> <p>Your sales and marketing team can instantly use these to create better strategies for engaging your target audience.</p>

## Profiling in Action

### Informatica

Planned major customer and influencer outreach programme for a marketing operations campaign. We:

- Established core personas
- Researched key themes / messages
- Outlined target influencers
- Created campaign schedule

[Learn more](#)



## Getting started

If you want to truly know your audience and their needs, talk to us today.

Email [info@velocitypartners.com](mailto:info@velocitypartners.com) or pick up the phone +44 (0)208 940 4099