

## 7 Ways to Use Focus Groups for Audience Analysis

One of the simplest ways to [improve your Marketing Plan](#), is to use Focus Groups to gather data about your target audience. You don't need a large budget to do this. Indeed, most of the [Audience Analysis demographics](#) we capture are [performed](#) in small focus groups with 5-10 people.

[Company Name] Audience Analysis Template  
[Project Name] [Version Number]

### 5.11 Audience Profile Demographics

Use the following table to capture the key characteristics of the target audience. Note that this table is designed to cover multiple scenarios, so you may need to adjust the items listed here to suit your own specific requirements.

Demographic Profile	
Name:	Identify the name of the person you are profiling.
Job Title:	Identify the job title of the person you are profiling. Make sure the job title does not conflict or contradict the company's organization chart. For simplicity, sake, agree on a common naming convention for users' job titles. If none exist in the target organization, note that different companies use the same name, or a similar name, for different roles, for example, software engineer, software developer, technologist. Furthermore, some companies use internal grading systems (e.g. software engineer grade 1, software engineer grade 2), so you need to be sensitive to these if you need to prepare an employee matrix.
Type:	Identify whether this person is in the Primary or Secondary Audience.
Ethnic background:	Identify the person's ethnic background. This may be necessary, for example, if you're developing a product that cannot be sold to certain market segments.
Gender:	Identify the person's gender. Likewise, this may also be necessary when factoring in capturing gender-related issues or when segmenting markets according to age, gender, location etc.
Membership:	Identify if the person is a member of a professional organization, such as a qualified accountant, technician, or project manager.
Education:	Identify high school diploma, college, graduate school, post graduate, and/or courses relevant to the topic.
Religion:	Identify the person's ethnic background. This may be necessary, for example, if you're developing a product that cannot be sold to certain religious groups.

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### [Audience Analysis Template Profile Demographics](#)

## How Focus Groups Help Audience Analysis

If this is your first time conducting focus groups or [performing market research](#), then you the following guidelines to get started:

1. **Define Objectives** – Define your [goals](#) and prioritize the data you want to gather from this piece of market research. Use this as a yardstick to measure your results.
2. **Trained Experts** – Keep things simple by hiring trained market researchers for your first project. They will help you get the process started and, by observing them, you can learn how to conduct the next series of focus groups.
3. **Controlled Environment** – Setup a [controlled environment](#) with monitors, PCs, printers, notepads, and other equipment the team will need to perform the research. Make sure to schedule light refreshments and ensure that coffee and water are nearby.

4. **Find Participants** – Source a small number of participants, for example, between five and ten, to help with the research activities. Tell them how long the focus group will last, discuss any payments involved and thank them for helping you. If these are internal employees, get approval from their line manager and ensure there is [no schedule conflicts](#).
5. **Questions and Answers** – Once you get the team into the room (remember to book it in advance) circulate the material you want them to review. Depending on your marketing plan's strategy, give them product samples to look at so they can make their decisions. If your marketing plan relates to an Ecommerce website or business blog, then share sample web-pages and content that are working on.
6. **Give Ratings** - Ask them to rate/review what you have circulated within a specific time period. For example, most of my [focus groups](#) are between two to three hours. Once you go over this, you may find that their attention flags. Try to control the more active participants who may voice their opinions and try to persuade others.
7. **Share Feedback** – After you have finished the focus group, send them feedback via email, web or through other channels. Remind them that this information you submitted is confidential and will not be shared.

### **Next Steps**

Stay neutral and don't offer any opinions on the sample material you share with the test subjects. Based on the information that you have gathered, you may need to re-assess your work and [modify your business plans](#) to reflect this.

### ***About the Author***

*Sharon Quinn helps companies develop Marketing Strategies and Business Plans. Sign up for her free newsletter at: <http://www.businessplantemplatesstore.com/>*