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Targeting Your PR Audience

By Ana Ventura

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In the world of public relations, there are two ways to go: targeted or non targeted PR campaigns. A targeted public relations campaign focuses on a smaller market, a group of potential buyers that might be more likely to buy your product or service. Non targeted public relations appeals to the population as a whole, and you aren't trying to aim your ideas at anyone in particular.

You might wonder why a targeted campaign is a better choice. Coca Cola or McDonald's, for example, are both companies that pitch their products to anyone who will listen the whole world over, right?

Au contraire. You might notice that different commercials for these companies are aired at different times of day. Versions of their commercials are targeted at certain age groups or "targeted markets".

Smaller companies and businesses most likely need to look for one or two specific audiences to target to, considering their budget is not nearly large enough to even try to market to the masses.

There are several ways to pick and choose how to target an audience. One of the first things to think about is the industry into which your product or service fits. Let's say you owned a small photo lab. If you wanted to target professional photographers as a market, you would stress your professionalism and quality. However, if you wanted to target people that just wanted better quality processing without the wait, you would want

to stress not only your quality, but also your speed of service.

Location is another factor in deciding who you will market to. Recently, more and more companies have gone online, making it easier for them to sell to people in any location. However, distribution companies generally have to target business closer to home.

You might also try targeting specific people within a company. There wouldn't be much sense in trying to sell a certain product to an entire company when the buyer was the only person you really had to influence, right? There are certain magazines that

are written by and for people with specific job titles, CEO and Purchasing being just a few.

Affinity groups are probably one of the best places to go to target an audience. An affinity group refers to a large group of people with a common interest, such as fitness, computers, outdoor recreation, or music. Because this group has shown obvious interest in your product in the past, chances are they will be more likely to buy than someone that knows nothing about whatever it is you are selling.

If you can't think of anyone specific to target, or there aren't any publications written specifically for a group that you would like to target, perhaps targeted public relations is not for you.

E-marketing Basics: Pro And Cons Of Hour Targeting

By Otilia Otlacan

One of the main advantages of advanced internet technologies is the possibility of hour targeting for ads served to web sites.

Exactly how such targeting is done, that is a tech issue far beyond our e-Marketing topic. What is important to us, e-Marketers, is to be aware of this facility web servers have and use it towards making online campaigns more efficient.

Hour targeting is especially useful when:

- we already know the online buying habits of our target;
- we want to create an association between our products and a certain time of the day when interest might be higher;
- we try to avoid a certain category of customers that are known to be more active at a certain hour interval;
- we know from

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previous researches that sites where we are advertising have different categories of visitors, with different interests and behaviour, active at certain hours.

Let us try imagining some examples of justified hour targeting:

– Premium IT products (such as laptops) could probably use a business hours targeting, on the premises that active, working professionals have more buying power. Similarly, off-hours and weekend targeting could be used when promoting basic desktop systems with a lower price to a more younger audience with less buying power and/or buying decision.

– FMCG products might benefit from targeting ads within hour intervals when these products are more likely to be utilized. We would probably want to place ads for coffee on news-delivering web sites during the morning hours; and advertising creams and gels for muscular pains later in the afternoon or evening, when such pains are more likely to occur.

– It is widely known that surfers using a dial-up connexion get online in the evening and at night. Therefore, if we are to promote products or services destined to dial-up users (modems, access cards, offers to switch to a superior connexion) it only makes more business sense to target late hours.

Interesting enough, such hour targeting is not always successful. A media planner might be blinded by the revelation of a cool method to raise efficiency of online campaigns like an adserver, only to realise at a later time that it can be more of a bother. For example, a banner for a banking product placed on a business portal would not need hour targeting, as professionals visiting such portals usually have permanent internet connection whether it is at office, at home, or is using a mobile solution. A regular reader of Financial Times online might opt to access the site in the evening, from the comfort of his home, long after the regular "business hours", and would be a missed target if we employ hour targeting.

To conclude, hour targeting for online campaigns makes a very powerful and efficient tool, but needs to be performed after carefully assessing surfing and buying behaviours of the visitors on web sites where we advertise.

Otilia is a young certified professional with expertise in e-Marketing, currently working as independent consultant. She has recently launched MarketingWHO, a professional Marketing Directory (

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