



## SECTION 1 — YOUR TARGET AUDIENCE (LITE)

Answer as specifically as you can. The clearer your audience, the easier it is to choose the right channels.

### Who is your ideal customer?

*Age range, location, job, lifestyle.*

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### What problem are you solving for them?

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### Where do they spend time online?

*e.g. Instagram, LinkedIn, Google, email newsletters*

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## SECTION 2 — CHANNEL PRIORITY LIST

Rate each channel 1 (not relevant) — 3 (high priority) for your business right now.

| Channel                             | Priority 1–3 | Notes |
|-------------------------------------|--------------|-------|
| Social Media (Instagram / Facebook) |              |       |
| LinkedIn                            |              |       |
| Email Marketing                     |              |       |
| SEO / Blogging                      |              |       |
| Google Ads / Paid Search            |              |       |
| PR / Press Coverage                 |              |       |
| Networking / Events                 |              |       |
| Referrals / Word of Mouth           |              |       |

## UPGRADE TO THE FULL VERSION

[wearebrandtastic.com](https://wearebrandtastic.com)

Full version includes: psychographics profiler, language your audience uses, effort vs. impact scoring matrix, budget allocation guide, and a 90-day marketing action plan template.

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