



YOU
TUBE

Target
Audience

DECAL

Lecture 3
Target
Audience

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Buzzfeed Worth It Series: \$5 Pizza vs \$135 Pizza



Slide by
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Chapter 1- Strategies for Achieving Your Goal

→ Mastering 6 Steps of Psychology:

1. Reciprocating
2. Commitment & Consistency
3. Social Proof
4. Liking
5. Authority
6. Scarcity

→ Content Marketing

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#2 Commitment & Consistency

- We look for consistency when we decide to commit
- Mere-Exposure effect
 - Psychological phenomenon is based on the evolutionary instinct to survive and thrive
- To be influencer
 - Consistency in front of people want to influence
 - Will be able to influence those people



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#3 Social Proof



- We naturally seek out the ideas
- Seek reassurance/social proof→ Seems trustworthy
- Modern consumers care about **WHO** makes recommendation
- More influence: more control over the consumer
- Negatives to social pressure
 - Social proof pressure being with the crowd
 - Large following on what's most important to the people you influence

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#4 Liking



- Others must like you
- Have things in common with your demographic
- Need to invest your time and effort in building rapport & trust
 - Be reliable + consistent
 - Natural connections: Genuine
 - Confident guidance & embodiment:
 - Business for the right reasons shine through and through



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→ Authority

- ◆ Viewers will be inclined to come back to an individual's video if they show more authority
- ◆ This marks credibility to that digital Influencer (i.e. “#1 New York Times Best Seller”)
 - Same concept applies to being an entrepreneur- don't be afraid to spell out your accomplishments
- ◆ Build your network, surround yourself with other successful individuals in the same industry



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→ Scarcity

- ◆ Demand controlled scarcity and perceived value
- ◆ Show that the user may miss out on your expertise/service/product
- ◆ Think of your product as the necessary resource for a particular solution



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→ Content Marketing

- ◆ Creating content on topics that surround your industry so that you can be seen and attract business.
- ◆ Making your channel (or company) as public as possible will help you get users faster
 - Organic growth
 - Through social media, promotions, publications, partnerships



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- “Launching” company or channel
 - ◆ #1 rule, don’t have a launch date
 - ◆ It’s a good rule to keep track of time and something to look forward to but don’t waste time
 - ◆ If you have a finished product, sell your idea/product that minute
 - ◆ You have an idea? Start! Don’t waste time thinking about it, just start developing it.



Chapter 1- Strategies for Achieving your Goal

- Finding your focus
 - ◆ Master specific area within an industry
 - ◆ Your name and face will become part of the fabric of your focus
- Choose the right topics and focus on them
 - ◆ Choose niche topics that target the type of business you want to attract
 - ◆ Less competition
 - ◆ Make people see you as a resource on the subject
 - ◆ Bridge the gaps between existing resources



Exercise: Get into a group of four or five and listen for further instructions

Given your scenario, come up with a way to properly market to a specific target audience.



Thanks for coming! See you next week!