
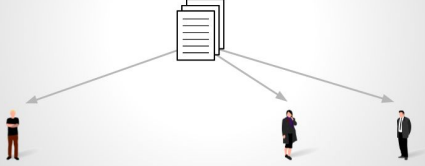




Step #4 : Knowing your Audience

<p>ProtoFuse #4 – Knowing your Audience</p> <p>The need to develop a deep UNDERSTANDING of the target audience is NOTHING NEW to marketers</p> 	<p>ProtoFuse #4 – Knowing your Audience</p> <p>Creating and delivering content to the RIGHT people WILL bring results (that <i>really</i> matter!)</p> 
<p>ProtoFuse #4 – Knowing your Audience</p> <p>Website getting it right: MolluscumRx</p>  <p>BUYER PERSONA</p> <ul style="list-style-type: none"> → Mothers (product is mainly for children up to 10 years old) → 25 - 45 years old → International → Researchers (Google, Social Media) → Sense of Urgency (maybe panicking slightly since it's contagious) → Need <i>real</i> answers, possible cures (not "Doctor mumbo jumbo" talk) 	<p>ProtoFuse #4 – Knowing your Audience</p> <p>The \$5,000 blog post! (that'll keep giving)</p> 

Notes: