

Get to know your audience

- **Who is your target audience?**
 - Age: Millennials? Generation Z? Baby boomers?
 - Content: what do they want/need to learn more about?
 - Engagement: what type of content invites engagement?
 - Channels: what tools do they use to collect information?



~~The perfect formula~~

- **What are your objectives?**
 - User engagement?
 - Interaction during events/workshops?
 - Tell success stories?
 - Raise awareness?
 - [Mentimeter](#)

Monitoring campaigns

- **What do statistics say?**
- Social media insights
- Google analytics
- Offline? Surveys, numbers of demand

