

TARGET AUDIENCE DATA COLLECTION

DATA TYPE	EXAMPLES	PLACES TO FIND IT
DEMOGRAPHIC	age gender education income location	customer surveys government data quantcast comscore
PSYCHOGRAPHIC	habits values hobbies	google analytics 1 on 1 interviews blogs + comments
TREND INFORMATION	pop culture	trendspottr buzzsumo google trends trend hunter
QUESTIONS/PAIN POINTS	questions customers have jargon being used	quora yahoo answers internal departments customer events
SOCIAL MEDIA CONTENT	social media sites high traffic times	social mention google alerts tweet reach
INTERNAL CUSTOMER RECORDS	buying patterns product usage	internal reports CRM systems
SEARCH	keywords	google analytics google autocomplete ubersuggest
GATED CONTENT	lead generators	top 10 lists tool lists ebooks PDFs

DEMOGRAPHIC

PSYCHOGRAPHIC

QUESTIONS/PAIN POINTS

TREND INFORMATION

SOCIAL MEDIA CONTENT

INTERNAL CUSTOMER RECORDS

SEARCH

GATED CONTENT
