



Target Audience Segmentation



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Let's Discuss

When resources are tight, how do we balance things out for the group we didn't prioritize?

What Will We Talk About?

**Stakeholder
and Target
Audience**

**What is
Audience
Segmentation?**

**Why is
Segmentation
Done?**

**How is
Segmentation
Done?**

What is Stakeholder?

Stakeholder

A person, group, or institution that is effective in or affected by an organization achieving its goals

The existence and sustainability of the CSO are dependent on resources obtained from stakeholders



Primary (Internal) Stakeholders

Stakeholders necessary for the existence and sustainability of the NGO.

(Beneficiaries, employees, donors, volunteers...)

Secondary (External) Stakeholders

Stakeholders with whom the NGO interacts while carrying out its activities.

(Media employees, public employees, professionals, the entire society)

What is Target Audience?

Target audience is more homogeneous; it can be divided into demographic, psychographic, and behavioral segments

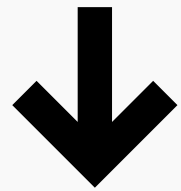
NGOs' goal is **to transform** silent audiences into aware audiences, aware audiences into active audiences, and active audiences into stakeholders through communication



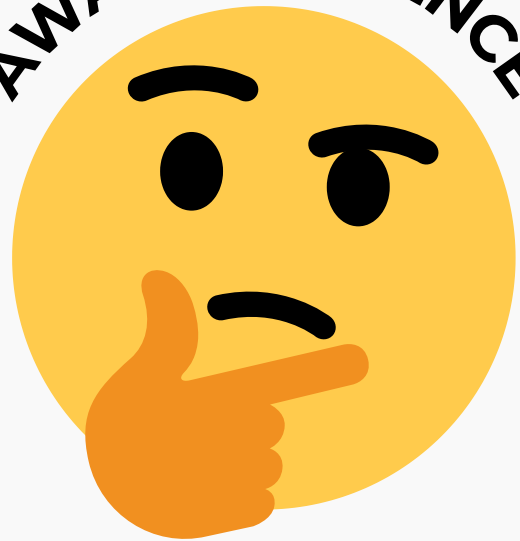
From the NGO perspective

Those unaware of the problems in their field of work are "**silent audiences**"; those aware of the problem's existence are "**aware audiences**"; and those who do or tend to do something about the problem are classified as "**active audiences**"

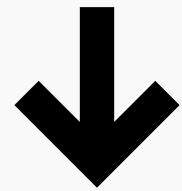
SILENT AUDIENCE



AWARE AUDIENCE



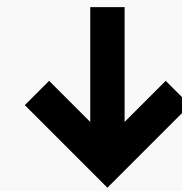
AWARE AUDIENCE



ACTIVE AUDIENCE



AWARE AUDIENCE



STAKEHOLDER



Difference Between Stakeholder and Target Audience

Stakeholders are defined according to their relationship with the NGO, while target audiences are defined according to their relationship with the NGO's messages or activities.

Conducting **stakeholder analysis** for stakeholders and **target audience segmentation** for target audiences enables the institution to establish more effective relationships and engage in more effective communication.



Stakeholder Analysis

(Effect-Importance Matrix)

Steps for Stakeholder Analysis

1. Identification of stakeholders.
2. Prioritization of stakeholders.
3. Evaluation of stakeholders.

Effect: The power of the stakeholder is to positively or negatively influence the activities and services of the organization.

Importance:
Expresses the priority the organization gives to meeting the expectations and demands of the relevant stakeholder

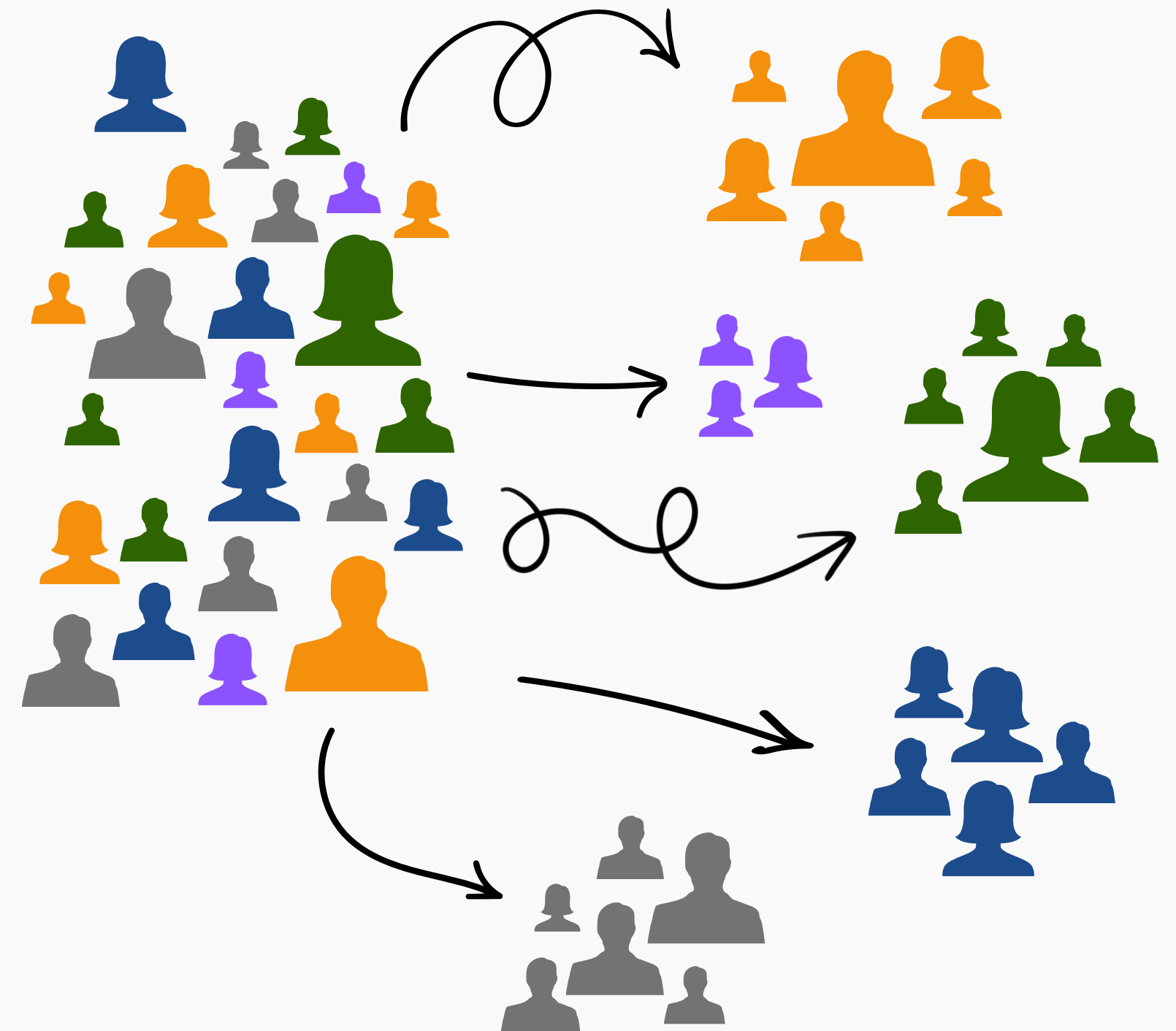
	WEAK	STRONG
LOW	Monitor Follow the stakeholder's expectation from the institution	Inform Ensure the stakeholder is informed about changes in factors that will affect their expectations
HIGH	Consider interests / include in work Follow the activities and outputs of the stakeholder	Work Together All units of the university work together with the relevant stakeholder

What is Target Audience Segmentation?

In the context of civil society, target audience segmentation is defined as the process of **dividing target audiences** into specific groups in order to use the resources and efforts of NGOs in the most effective way and to reach their goals.

This segmentation helps NGOs develop more effective programs and campaigns.

It ensures they carry out a more impact-oriented communication process



Why is Target Audience Segmentation Done?



1) To Understand the Target Audience

Segmentation helps project teams better understand their target audiences. Understanding the needs, expectations, and behaviors of different groups ensures that NGO's strategies are shaped appropriately for these groups. This results in more effective communication and higher project success.

2) To Use Resources Efficiently

Segmentation allows for the most efficient use of budgets and human resources. Creating messages and campaigns specific to segments, rather than sending the same message to the entire audience, provides higher returns. This increases cost-effectiveness and helps better budget management. (You will never have the resources to reach everyone)

4) To Optimize Your Communication Strategy

Segmentation allows for the optimization of communication strategies. Determining different strategies and tactics for each segment increases the effectiveness of communication campaigns. This establishes stronger and more meaningful relationships with the target audience

3) To Develop Your Services and Activities

Segmentation plays a critical role in the process of developing your services and activities.

Understanding the needs and expectations of different segments helps in designing services and activities for these segments. This ensures that services and activities are more successful.

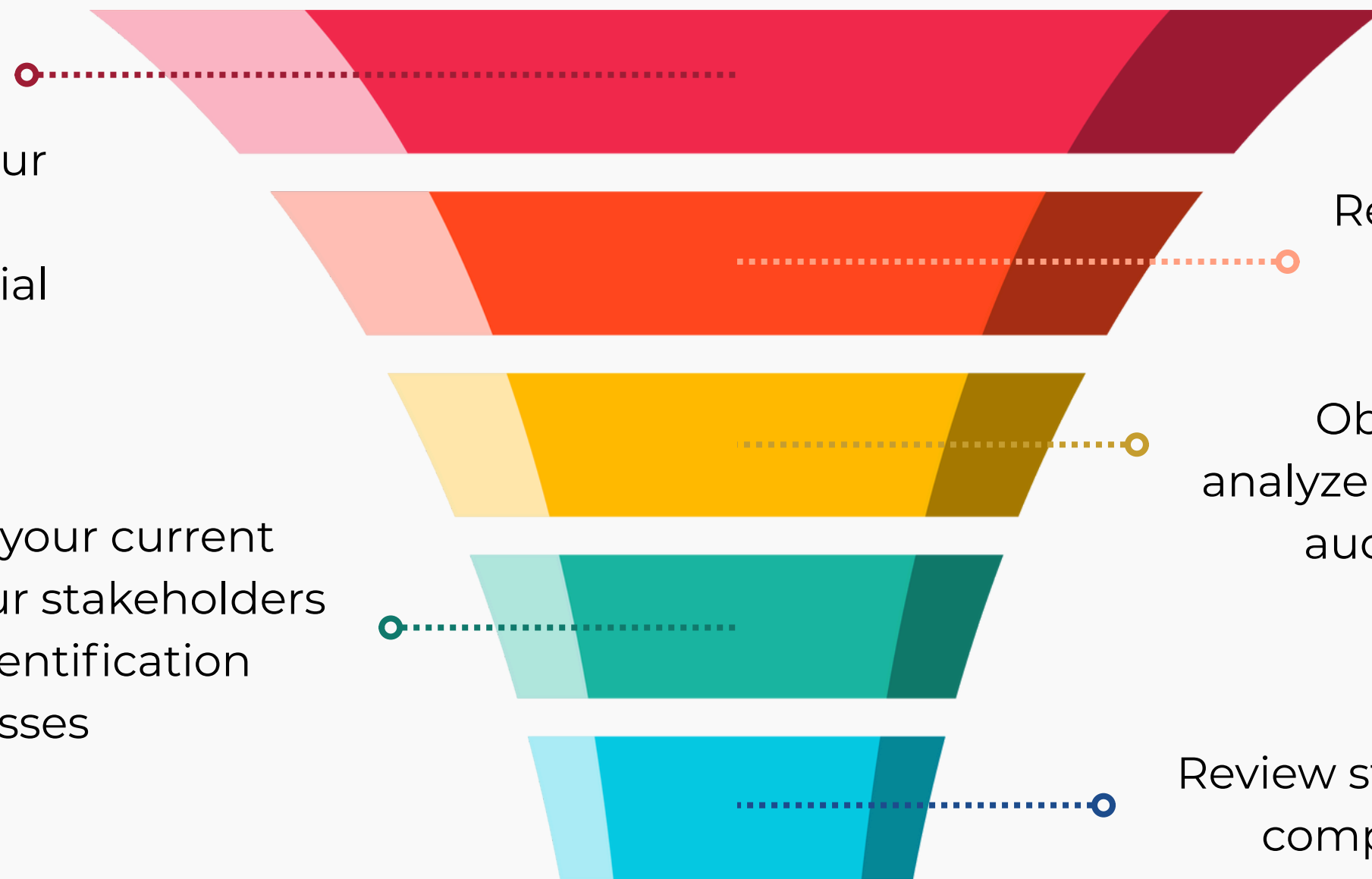
5) To Encourage Behavior Change

Segmentation is used to encourage specific behavior changes. For example, in health campaigns, creating messages according to the needs of different groups makes behavior change more effective.

While Determining the Target Audience

Listen using digital communication tools; collect data regarding your users through online surveys, website, and social media monitoring tools

Conduct interviews with your current stakeholders. Include your stakeholders in the target audience identification and segmentation processes



Review data you have collected from your previous work

Observe people around you and analyze them according to the target audience segmentation method

Review studies conducted by research companies and official institutions

How is Target Audience Segmentation Done?

1) Identification of the Priority Target Audience

The first step is determining the priority target audience. The priority target audience may have been clearly defined by the funder and key stakeholders before the project begins. If the project has a wide scope, setting clear priorities becomes even more important.

Project: Informational campaigns about education and job opportunities for refugees in Istanbul, raising awareness via social media, offering online and face-to-face training and courses.

- The priority target audience has been identified as **young refugees living in Istanbul**.
- This group needs to be informed and supported regarding access to education and job opportunities.
- Young refugees looking for work were targeted within the scope of the project.

2) Analysis of the Target Audience

To understand the characteristics and needs of the target audience, the audience is analyzed according to demographic, geographic, psychographic, and behavioral characteristics.

Demographic

Age, gender, education level, income status.

Geographic

Cities and regions where refugees live densely (e.g., Istanbul, Berlin, Skopje).

Psychographic

Values, beliefs, lifestyles (sensitivity to refugee rights, humanitarian aid volunteers).

Behavioral

Frequency of interaction with refugees, level of participation in social aid activities



Demographic: 18-30 years old, high school student/graduate, university student/graduate, children of low and fixed-income families.

Geographic: Regions and neighborhoods in Istanbul where refugees live densely; schools with a high density of refugees.

Psychographic: Has educational and career goals, tech-savvy.

Behavioral: Shows behaviors of using social media, participating in online training, and job searching



3) Identification of Segments

Identified segments are defined in detail. This stage is important for understanding the needs and characteristics of each segment. Make your job easier by giving each segment a name (**persona**).

In the project, job-seeking young refugees are divided into 3 segments:

1. University Student Refugees (Ali)

Young refugees studying at or wishing to study at universities in Istanbul.

Demographic: 18-25 years old, enrolled in higher education or preparing for university.

Psychographic: Possessing educational and career goals, technologically adept.

Behavioral: High social media use, tendency to participate in online courses.

2. Working or Job-Seeking Young Refugees (Fatma)

Young refugees who have completed or dropped out of their education and are looking for work.

Demographic: Ages 20-30, high school graduate or lower.

Psychographic: Highly motivated to find employment, interested in vocational training.

Behavioral: Follows job postings, tends to attend vocational training courses.


3) High School Student Refugees (Zehra)

Young refugees continuing high school education or wishing to complete high school education.

Demographic: Ages 15-19, high school student or pursuing a high school diploma.

Psychographic: Aiming for academic success and making career plans.

Behavioral: Interested in online educational materials and seeking information through social media.



Persona Profile: Fatma

Demographic Characteristics

Age range, where they live, sexual orientation, education, job and income status, relationship status, family characteristics, etc



Fatma

20-30 years old, a neighborhood in Istanbul where refugees live densely, low/fixed income, completed or dropped out of education

Psychographic Characteristics

Lifestyles, values, beliefs, attitudes, interests, and motivations. Importance given to education and personal development, family values, religious beliefs, cultural characteristics...



Fatma

High motivation to find a job, needs vocational training, expects to start a job in a short time. Looks favorably upon skill development training and courses that will enable her to find a job

Behavioral Characteristics

Expectations, interests, hobbies, habits, pursuits... Approaches to specific products and services, needs, expectations, and problems experienced while meeting these expectations.



Fatma

Follows job postings, inclined to participate in vocational training courses. However, because she does not know Turkish at a sufficient level, she is more inclined toward courses in her native language

4) Analysis of Segments

Each segment is evaluated according to the following criterias:

Size: Segment's size and scope.

Access: How accessible the segment is.

Response Capacity: How quickly the segment can react to messages and programs.

Need Level: The level of need the segment has for services

Size

ALI: Number of refugees studying at universities in Gaziantep.

FATMA: Number of refugees looking for work or working.

ZEHRA: Number of refugees studying at high schools in Gaziantep.

Access

ALI: Accessible through university campuses and student groups.

FATMA: Accessible through job agencies and social media.

ZEHRA: Accessible through okullar and youth centers.

Response Capacity

ALI: High, open to technology and education.

FATMA: Medium, open to job opportunities and motivated.

ZEHRA: High, eager for educational goals.

Need Level

ALI: Educational support and career counseling.

FATMA: Vocational training and job search support.

ZEHRA: High school education support and university preparation

5) Targeting the Segments

Appropriate communication strategies are developed and activity planning is done for the identified segments.

These strategies determine how, with what content, and through which channels each segment will be reached, and which activities will be planned.

ALI

Strategy: University seminars, social media campaigns, online career planning, and internship programs.

Content: Scholarships/financial support info, career guidance, academic success tips.

Channels: University newsletters, social media (Instagram, Facebook), student forums.

FATMA

Strategy: Cooperation with job agencies, social media promotion of job postings/vocational programs, online vocational courses.

Content: Job application techniques, resume preparation, interview skills.

Channels: LinkedIn, Facebook groups, job search sites (Kariyer.net, Indeed).

ZEHRA

Strategy: School-based education and career counseling, social media campaigns, online educational resources.

Content: University entrance guidance, study techniques, scholarship info.

Channels: YouTube education channels, Instagram and TikTok

Digital Education Program for Ali

Target: Providing professional development to university students.

Activities: Online seminars, webinars, e-library.

Result: Increasing academic and professional success.



Education Support for Zehra

Target: Providing university preparation support to high school students.

Activities: University preparation courses, mentoring programs, scholarship info.

Result: Increasing university entrance success.

Vocational Training for Fatma

Target: Providing vocational skills to job-seeking young refugees.

Activities: Vocational courses, internship programs, job search support.

Result: Increasing employability of young refugees.



the presentation is over

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