The Media Streaming Journal

Covering Audio and Video Internet Broadcasting

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RADIOSOLUTION

Welcome to The Media Streaming Journal

Greetings,

The audience is the ultimate deciding factor for any businesses, company or station that proposes to provide or distribute entertainment. A station or business that does not have a core audience will not have a reason or method to exist. Thus, it is important to understand the stations projected or actual audience.

Knowing about your audience and understanding the audience market is the key to success.

Please feel free to contact either the Publication Director (Derek Bullard) or myself if you have any questions or comments regarding The Media Streaming Journal.

Namaste

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RADIOSOLUTION

Our Mission

Let our friendly, knowledgeable staff assist you to build your project, such as an online radio station using our high end reliable video and audio streaming technologies. We want to become your partner for all your hosting needs, as well as your one stop shop for radio products such as custom DJ drops and radio ID's.

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Whatever you need to start Internet radio station, we will deliver! We provide high quality Internet Radio services to make your music radio project a success. We can provide Wowza, Icecast, SHOUTcast hosting and internet radio services to hobbyists, deejays, amateurs and established professionals. No radio station client is too big or too small for Radiosolution.

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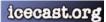
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Radiosolution is a SHOUTcast hosting provider located in Quebec Canada. We also offer Icecast, Wowza and Web Hosting services. Contact us to discuss the best option available as you start internet radio station. Radiosolution can provide personalized service in English, Dutch, and French. Starting an internet radio station can be intimidating, many people want to start one, but have no idea where to start. Radiosolution will be there for you every step of the way. Everyday people are searching the internet for free SHOUTcast servers. With Radiosolution SHOUTcast hosting we will allow you to try our services for FREE. By trying our services, you can be confident that you have chosen the best radio server hosting provider. You have nothing to loose because we offer a 30 day satisfaction guarantee. What are you waiting for? Contact us now! Radiosolution offers everything you need to start internet radio station. You will not need to go anywhere else. We can create your website, market your station and help you submit your station to online directories. We also feature the voice of Derek Bullard aka Dibblebee He can create affordable commercials, DJ intros, sweepers, jingles, ids and so much more.

Audience Response
Edited By
David Childers

This is a type of interaction associated with the use of audience response systems, to create interactivity between a presenter and his/her audience. Systems for co-located audiences combine wireless hardware with presentation software, and systems for remote audiences may use telephones or web polls for audiences watching on television or the Internet. Various names are used for this technology, including real time response, the worm, dial testing, and audience response meters. In educational settings, such systems are often called "student response systems" or "personal response systems." The hand-held remote control that students use to convey their responses to questions is often called a "clicker." More recent entrants into the market do not require specialized hardware, however. There are commercial and open-source, cloud-based tools that allow responses from the audience using a range of personal computing devices such as cell phones, smartphones, and laptops. These types of systems have added new types of functionality as well, such as free text responses that are aggregated into sortable word clouds, as well as the more traditional true/false and multiple choice style questions. This type of system also mitigates some of the concerns articulated below in the "Challenges of audience response" section.

Co-located audiences

Hardware Based Audience Response

The presenter uses a computer and a video projector to project a presentation for the audience to see. In the most common use of such audience response systems, presentation slides display questions with several possible answers, more commonly referred to as multiple choice questions. The audience participates by selecting the answer they believe to be correct and pushing the corresponding key on their individual wireless keypad. Their answer is then sent to a base station – or receiver – that is also attached to the presenter's computer. The audience response software collects the results, and the aggregate data is graphically displayed within the presentation for all to see. Some clickers also have additional keys, allowing the presenter to ask (and audience members to answer) True/False questions or even questions calling for particular numerical answers.

Depending on the presenter's requirements, the data can be collected anonymously (e.g., in the case of voting) or it can be traced to individual participants in circumstances where tracking is required (e.g., classroom quizzes, homework, or questions that ultimately count towards a student's course grade). Incoming data may also be stored in a database that resides on the host computer, and data reports can be created after the presentation for further analysis.

Software/Cloud Based Audience Response

The presenter uses a computer to create the questions, sometimes called polls. In this case, however, those questions can be open ended, dial testing, and votable open ended as well as multiple choice. Those questions are then downloaded into the presenter's presentation program of choice. During the presentation, the questions automatically display within the presentation program, or from a web browser, and can in some cases even be displayed only on the participant's tablet computer or smartphone. Results are instantly tabulated via the internet, and presented on screen in real time, including grading the "correct" answer if desired. Some services offer presenters real time moderation for open ended responses or questions before displaying them on screen.

Depending on the presenter's requirements, the data can be collected anonymously, or it can be traced to individual participants who have created accounts in advance of the poll. This method is commonly used in corporate training where attendance must be verified, and in classrooms, where grades must be assigned. Data from both methods can be saved and analyzed by the presenter and loaded manually or via API into learning management systems.

Distributed, virtual, or hybrid

Only software or cloud based audience response systems can accommodate distributed audiences, due

to the inconveniences and costs of hardware devices.

<u>Benefits</u>

There are many reasons for the use of audience response systems (ARS). The tendency to answer based on crowd psychology is reduced because, unlike hand raising, it is difficult to see which selection others are making. The ARS also allows for faster tabulation of answers for large groups than manual methods. Additionally, many college professors use ARS systems to take attendance or grade answers in large lecture halls, which would be highly time-consuming without the system.

Audience response offers many potential benefits to those who use it in group settings.

<u>Improve Attentiveness</u>: In a study conducted by four University of Wisconsin campuses, faculty members and students in courses using clickers were given a survey that assessed their attitudes about clicker use in Fall 2005 and its effect on teaching and learning. Of the 27 faculty members who responded to the survey, 94 percent either agreed or strongly agreed with the claim "Clickers increased student engagement in the classroom," with the remaining six percent responding that they were neutral about that claim. (None of the faculty respondents disagreed or strongly disagreed with the claim.) Similarly, 69 percent of the 2,684 student respondents agreed or strongly agreed with the claim "Clickers led me to become engaged in class," with only 13 percent disagreeing or strongly disagreeing with that claim.

<u>Increase knowledge retention</u>: In the same University of Wisconsin study, 74 percent of the faculty respondents agreed or strongly agreed with the claim "Clickers have been beneficial to my students' learning," with the remaining 26 percent choosing a "neutral" response. (No faculty respondent disagreed or strongly disagreed with the claim.) Similarly, 53 percent of the student respondents agreed or strongly agreed with the claim "Clickers have been beneficial to my learning," with only 19 percent disagreeing or strongly disagreeing with that claim. In a different but related study, Catherine Crouch and Eric Mazur more directly measured the results of Peer Instruction and "ConcepTests" on student learning and retention of information at the end of a semester. Faculty members using this "Peer Instruction" pedagogical technique present information to students, then ask the students a question that tests their understanding of a key concept. Students indicate their answer to the instructor using an audience response system, and then they discuss with their fellow students why they chose a particular answer, trying to explain to one another their underlying thinking. The instructor then asks the question again to see the new student results. The study authors used scanned forms and hand-raising for audience response in the initial year of the study, and then they switched to a computer-based audience response system in the following years. The "clicker" use was only part of a multi-pronged attempt to introduce peer instruction. The results of the comparison found that "the students taught with Peer Instruction (Spring 2000, N = 155) significantly outperformed the students taught traditionally (Spring 1999, N = 178)" on two standard tests. A Johns Hopkins study on the use of audience response systems in Continuing Medical Education (CME) for physicians and other health personnel found no significant difference in knowledge scores between ARS and non-ARS participants in a clinical roundtable trial involving 42 programs across the United States.

<u>Poll anonymously</u>: Unlike a show of hands or a raising of cards with letters on them, sending responses by hand-held remotes is much more anonymous. Except perhaps for a student (or our audience member) who watches what the person next to him/her submits. Other students (or audience members) can't see what response his/her fellow audience members are giving, and the software that summarizes the results aggregates the responses, listing what percent of respondents chose a particular answer, but not what individual respondents said. With some audience response systems, the software allows you to ask questions in a truly anonymous mode so that the database (or "grade book") is not even associating answers with individual respondents.

<u>Track individual responses</u>: The "clickers" that audience members use to send their responses to the receiver (and thus to the presenter's computer) are often registered to a particular user, with an identifying number. When a user sends his/her response, the information is stored in a database associated with each particular number, and presenters have access to that information after the end of the interactive session. Audience response systems can often be linked to a Learning management system, which increases the ability to keep track of individual student performance in an academic setting.

Display polling results immediately: The audience response system includes software that runs on the presenter's computer that records and tabulates the responses by audience members. Typically when a question has ended (polling from the audience has ceased), the software displays a bar chart indicating what percent of audience members chose the various possible responses. For questions with right/wrong answers, audience members can get immediate feedback about whether they chose the correct answer since it can be indicated on the bar chart. For survey-type polling questions, audience members can see from the summary how many other audience members chose the same response, along with how many audience members (or what percent of the audience) chose different responses.

Create an interactive and fun learning environment: Clickers are in many ways novel devices, so the novelty itself can add interest to the learning environment. More important, though, is the interactive nature of audience response systems. Having been asked a particular question about a concept or opinion, students are genuinely interested in seeing the results. They want to learn if they answered the question correctly, and they want to see how their response compares to the responses of their fellow audience members. The increased student engagement cited in the University of Wisconsin study attests to the ability of audience response systems to improve the learning environment.

Confirm audience understanding of key points immediately: In the University of Wisconsin study previously cited, faculty members were unanimous in their recognition of this key advantage of audience response systems. In other words, 100% of the faculty respondents either agreed or strongly agreed with the claim "Clickers allowed me to assess student knowledge on a particular concept.". Students also recognized this benefit for their individual self-assessment. 75% of student respondents agreed or strongly agreed with the claim, "Clickers helped me get instant feedback on what I knew and didn't know." In a published article, a member of the University of Massachusetts Amherst Physics Education Research Group (UMPERG)articulated this advantage in more detail, using the term "Classroom Communication System (CCS)" for what we have been calling an audience response system:

By providing feedback to an instructor about students' background knowledge and preconceptions, CCS-based pedagogy can help the instructor design learning and experiences appropriate to student's state of knowledge and explicitly confront and resolve misconceptions. By providing frequent feedback about students' ongoing learning and confusions, it can help an instructor dynamically adjust her teaching to students' real, immediate, changing needs.

Gather data for reporting and analysis: Unlike other forms of audience participation (such as a show of hands or holding up of response cards), audience response systems use software to record audience responses, and those responses are stored in a database. Database entries are linked to a particular user, based on some ID number entered into the handheld remote device or based on a registration between the user and the company that manufactures the handheld device. Answers can be analyzed over time, and the data can be used for educational research or other forms of analysis.

Challenges

Audience response systems may present some difficulties in both their deployment and use.

- The per-unit purchase price of ARS devices, typically 10 times the cost of a software only solution.

- The maintenance and repair of devices when owned by a central unit or organization.

- The configuration, troubleshooting, and support of the related presentation software (which may or may not work well with ARS devices).

- The reliability and performance of the devices under non-optimal conditions of the room in which the devices are used.

- For hardware only applications: a Lack of open ended questions, dial testing capabilities, and other nonstandard question formats.

Applications

Audience response is utilized across a broad range of industries and organizations. A few examples include:

- Political Campaigns

- Political news events

- Corporate training

- Control self-assessment

- Delegate voting

- Public participation In government planning

- Market research

- Decision support

Audience response systems

An audience response system (ARS), or personal response system (PRS), allows large groups of people to vote on a topic or answer a question. Depending on the solution chosen, each person has a device with which selections can be made or a mobile device that they can use to respond. In a hardware solution, each remote communicates with a computer via receivers located around the room or via a single receiver connected to the presenter's computer using a USB connector. In a software solution, each device communicates with the question via SMS or the internet. After a set time – or after all, participants have answered – the system ends the polling for that particular question and tabulates the results. Typically, the results are instantly made available to the participants via a bar graph displayed on the projector but can also be viewed in a web browser for some systems.

In situations where tracking is required, the serial number of each remote control or the student's identity number is entered beforehand in the control computer's database. In this way, each answer can later be identified.

In addition to the presenter's computer and projector, the typical audience response system has the following components:

- The base station (receiver)--for hardware based solutions only.

- Wireless keypads (one for each participant)--or mobile devices for software/cloud based solutions.

- Audience response system software.

History

Since the 1960s, several companies have offered Response Systems, several of whom are now defunct or changed their business model.

Circa 1966, Audience Studies Institute of Hollywood, California developed a proprietary analog ARS system for evaluating the response of a theater audience to unreleased motion pictures, television shows, and commercials. This early ARS was used by ASI's clients – major motion picture and television studios and advertising agencies – to evaluate the effectiveness of whatever it was they wanted to accomplish: for example, selling more products, increasing movie ticket sales, and achieving a higher fee per commercial slot. Often, a client would show different versions to different audiences, e.g. different movie endings, to gauge their relative effectiveness. ASI would give out free tickets on the street to bring people into the theater, called the "Preview House," for special showings. Each attendee

would fill out a questionnaire and then be placed in a seat with a "dial" handset outfitted with a single knob that each attendee would turn to a position to indicate his or her level of interest. Turning the knob all the way left for "dull" to turning all the way to the right for "great." In 1976, ASI upgraded their system to become fully digital, have Yes/No buttons and, in some cases, numeric keys for entering in numbers, choices and monetary amounts.

Another of the industry's very earliest systems was the Consensor. In the late 1960s and early 1970s, William W. (Bill) Simmons, an IBM executive, reflected on how unproductive most meetings were. Simmons had become a nonacademic futurist in building up IBM's long-range planning operations essentially. He was one of the pioneers of applied future studies in the private sector, that is, future studies applied to corporate planning. Through this work, he had met Theodore J. (Ted) Gordon of The Futures Group (now part of Palladium International). Gordon had conceived and partially developed what would today be called an audience response system. He immediately saw practical applications for it in large corporate meetings, to allow people to air their true opinions in an anonymous fashion, so that each individual's Likert scale answer value for a question would remain secret, but the group's average, weighted with weighting factors, would be instantly displayed. Thus (something approximating) the group's true consensus would be known, even though individual middle managers or aspiring junior executives would not have to jeopardize their conformity to effect this result. (IBM's organizational culture was famous for its valuing of conformity; and this was common at other firms, too. Simmons retired from IBM in January 1972, and soon after he formed a startup company with Gordon, called Applied Futures, Inc., to develop and market the system, which they called the Consensor [connoting consensus + sensor]. Applied Futures was one of the first audience response companies. In 1972, while Gordon and his assistant Harold S. (Hal) Becker were still working on development, Applied Futures filed for a patent (U.S. Patent 3,766,541), which was granted in 1973 with Gordon and Becker as inventors. Another patent, filed for in 1974 and granted in 1976 (U.S. Patent 3,947,669), lists Simmons and James A. Marquis. Sales began in 1974.

The Consensor was a system of dials, wires, and three lights; red, yellow, and green. A question was asked verbally, and people would turn their dials anywhere from 0 to 10. If the majority agreed, the green lamp would light. If not, either the yellow or red lamp would light, depending on the level of disagreement.

Although business was strong for this fledgling company, the command-and-control management style of the day proved a formidable opponent to this new tool, which promoted consensus building. Simmons describes how junior-executive sales prospects tended to like the idea in his memoir. They imagined themselves heroically speaking truth to power (but not paying any price for being a maverick), while their senior-executive bosses tended to see the Consensor as "a blatant attempt to impose democratic procedures into a corporate hierarchy that is anything but democratic." Simmons observed that "A majority of corporations are run as fiefdoms, with the CEO playing the role of Supreme Power; he may be a benevolent dictator, but nonetheless still a dictator." He described this type of senior executives, with an ironic tone, as "secure in the knowledge of their own infallibility." Nonetheless, Applied Futures sold plenty of units to business firms and government agencies. In October 1984, it became a subsidiary of Brooks International Corporation, a management consulting firm.

One of the early educational uses of an audience response system occurred at Rice University. Students in a computer-equipped classroom were able to rate how well they understood portions of a lecture, answer multiple choice questions, and answer short essay questions. Results could be tallied and displayed to the class.

Audience response technology has evolved over time, moving away from hardware that required extensive wiring towards handheld wireless devices and small, portable receivers. In the 1980s, the Consensor product line evolved toward peripherals that could be plugged into a PC, and a software application to run thereon. Wireless LANs allow today's peripherals to be cordless. Another example of this is Microsoft's Mouse Mischief, a PowerPoint add-in, which has made it easier for teachers, professors, and office professionals to integrate audience response into their presentations.

The advent of smartphones has made possible systems that allow audience members download an app which communicates with the audience response system.

<u>Experts</u>

Two books have been written specifically about audience response systems by people who are considered experts in the use of audience response technology. In 2009, Derek Bruff, a professor at Vanderbilt University, published Teaching with Classroom Response Systems: Creating Active Learning Environments. In 2015, David Campt, a meeting strategist, and civic engagement consultant released Read the Room for Real: How a Simple Technology Creates Better Meetings was published; this book focused on using audience response technology in non-academic environments.

<u>Hardware</u>

The majority of current audience response systems use wireless hardware. Two primary technologies exist to transmit data from the keypads to the base stations: infrared (IR) and radio frequency (RF). A few companies also offer Web-based software that routes the data over the Internet (sometimes in a unified system with IR and RF equipment). Cell phone-based systems are also becoming available.

<u>Infrared (IR)</u>

The oldest of these technologies, IR audience response systems are better suited for smaller groups. IR uses the same technology as a TV remote and is, therefore, the only one of the four technologies that require line-of-sight between the keypad and receiver. This works well for a single keypad but can fail due to interference when signals from multiple keypads arrive simultaneously at the receiver. IR systems are typically more affordable than RF systems but do not provide information back to the keypad.

Use in educational settings

Audience response systems can be used as a way of incorporating active learning in a lecture or other classroom-type setting, for example by quizzing students, taking a quick survey, etc. They can also be used for taking attendance. They can be used effectively by students as young as 9 or 10, depending on their maturity level. An educator can generate worksheets and let students enter their answer choices at their own pace. After each question, the educator can instantly show the results of any quiz, for example in the form of histogram thus creating rapid 2-way feedback about how well learners are doing.

The fact that students can send responses anonymously means that sensitive topics can be included more readily than would otherwise be the case. An example of this is in helping students to learn about plagiarism.

<u>Radio frequency (RF)</u>

Ideal for large group environments, RF systems can accommodate hundreds of voters on a single base station. Multiple base stations can be linked together to handle audiences that number in thousands. Other systems allow over a thousand on just one base. Because the data travels via radio frequency, the participant merely needs to be within the range of the base station (300 – 500 feet). Some advanced models can accommodate additional features, such as short word answers, user log-in capabilities, and even multi-site polling.

<u>Internet</u>

Web-based audience response systems work with the participants' existing computing devices. These include notebook computers, smartphones, and PDAs, which are typically connected to the Internet via Wi-Fi, as well as classroom desktop computers. If the facilitator's computer is also Wi-Fi-enabled, they can even create their own IP network, allowing a closed system that doesn't depend on a separate base station. The web server resides on or is accessible to the facilitator's computer, letting them control a set of web pages presenting questions. Participants log into the server using web browsers and see the questions with forms to input their responses. The summarized responses are available on a different set of pages, which can be displayed through the projector and also on each participant's device.

The Internet has also made it possible to gather audience responses in a massive scale. Various implementations of the concept exist. For example, Microsoft featured Bing Pulse during the 2013 State

of The Union (US) address by President Barack Obama. The system allowed registered users to input their responses (positive, negative, neutral) to the address and visualized the results as a trending graph in real time. Bing Pulse has since been used to cast over 35 million votes during national news broadcasts and other live meetings. Over 10,000 viewers powered the iPowow Viewer Vote which tracked live viewer emotional response for Channel 7 during the 2013 Australian Federal Election debates and displayed as a live "worm" graph on the broadcast screen. For advertising and media research, online "dial testing" using an onscreen scale slider that is controlled by a mouse (or finger swipe on a touchscreen) is being used in conjunction with surveys and online communities to gather continuous feedback on video or audio files. The evolution of networking technology has also inspired a new line of startups, among others Vuact Inc, that is bringing their technology for gathering and visualizing audience reactions to the consumer market.

Cell phone

The familiarity and widespread use of cell phones and text messaging have now given rise to systems that collect SMS responses and display them through a web page. These solutions don't require specialized voting hardware, but they do require telecom hardware (such as a mobile phone) and software, along with a web server, and therefore tend to be operated by dedicated vendors selling usage. They are typically favored by traveling speaking professionals and large conference halls that don't want to distribute, rent, or purchase proprietary ARS hardware. Computing devices with web browsers can also use these serviceLLs through SMS gateways if a separate web interface isn't provided.

Cell Phone enabled response systems, such as SMS Response System, can take text inputs from the audience and receive multiple responses to questions per SMS. This technology allows a new pedagogical approach to teaching and learning, such as the work by Derek Bruff and an initiative on SMSRS.

The advantage of using such SMS type of response system includes an associated range of pedagogical advantages. Which include agile learning, peer instruction (as possible with all types of response systems). This ability affords additional educational features like MCQ-Reasoning – a feature developed in an SMSRS system in Singapore that allows respondents to tag a reason to their choice of options in an MCQ. This feature eliminates the potential case of "guessing-the-correct-answer" syndrome, and text mining of SMS responses (to provide the gist of the messages collectively in a visual map).

Interactive SMS Forum is another feature that is proprietary to SMS-type response systems where audiences not only post their questions but can also answer the questions posted by others via SMS.

Smartphone / HTTP voting

With increasing penetration of smartphones with permanent internet connections, live audience response/voting can be achieved using the HTTP protocol. SMS is still a solid solution because of its penetration and stability, but won't easily allow multi-voting support and might cause problems with multi-country audiences. The issue with SMS not supporting multi-country audiences is projected to be solved with SMS hubbing.

In classrooms and conferences with Wi-Fi support or anywhere with GPRS coverage, software systems can be used for live audience feedback, mood measurement or live polling. These systems frequently support voting with both mobile apps as well as mobile browsers. Their apps invoke available local area networks (LAN) and provide a charge-free and would remove the needs for dedicated hardware.

With mobile apps and browser enabled voting, there aren't any setup costs for hardware since the audience uses their personal phones as voting devices and the result is often presented in any browser controlled by the lecturer.

With a standard mobile browser solution, these are click and go solutions without additional installations. Therefore, live audiences can be reached, and smartphone voting can be used – as with SMS – in any number of different locations. With the GPRS solution, the audience does not necessary need to be in the same area as the lecturer as with radio frequency, infrared or Bluetooth-based response systems.

<u>Software</u>

Audience response software enables the presenter to collect participant data, display graphical polling results, and export the data to be used in reporting and analysis. Usually, the presenter can create and deliver her entire presentation with the ARS software, either as a stand-alone presentation platform or as a plug-in to PowerPoint or Keynote.

https://en.wikipedia.org/wiki/Audience_response

Scenic Television is an Internet television station that presents the sights and sounds of nature 24 hours a day. Let us soothe and relax you wherever you are. Savor the tropical beaches of Puerto Rico or relax at a rain forest in Costa Rica. Meditate at the Danube River in Germany, or relish the view of Lake Zurich in Switzerland. We have scenic videos from locations all over the world.

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http://television.scenicradio.com

Demography
Edited By
David Childers

This is the statistical study of populations, especially human beings. As a very general science, it can analyze any dynamic living population, i.e., one that changes over time or space (see population dynamics). Demography encompasses the study of the size, structure, and distribution of these populations, and spatial or temporal changes in them in response to birth, migration, aging, and death. Based on the demographic research of the earth, earth's population up to the year 2050 and 2100 can be estimated by demographers. Demographics are quantifiable characteristics of a given population.

Demographic analysis can cover whole societies or groups defined by criteria such as education, nationality, religion, and ethnicity. Educational institutions usually treat demography as a field of sociology, though there are several independent demography departments.

Formal demography limits its object of study to the measurement of population processes, while the broader field of social demography or population studies also analyses the relationships between economic, social, cultural, and biological processes influencing a population.

Methods

There are two types of data collection—direct and indirect—with several different methods of each.

Direct methods

Direct data comes from vital statistics registries that track all births and deaths as well as certain changes in legal status such as marriage, divorce, and migration (registration of place of residence). In developed countries with good registration systems (such as the United States and much of Europe), registry statistics are the best method for estimating the number of births and deaths.

A census is the other common direct method of collecting demographic data. This data is usually compiled by a national government and attempts to enumerate every person in a country. However, in contrast to vital statistics data, which are typically collected continuously and summarized on an annual basis, censuses typically occur approximately every ten years and thus are not usually the best source of data on births and deaths. Analyses are conducted after a census to estimate how much over or undercounting took place. These compare the sex ratios from the census data to those estimated from natural values and mortality data.

Censuses do more than just count people. They typically collect information about families or households in addition to individual characteristics such as age, sex, marital status, literacy/education, employment status, and occupation, and geographical location. They may also collect data on migration (or place of birth or place of a previous residence), language, religion, nationality (or ethnicity or race), and citizenship. In countries in which the vital registration system may be incomplete, the censuses are also used as a direct source of information about fertility and mortality. For example, the censuses of the People's Republic of China gathers information on births and deaths that occurred in the 18 months immediately preceding the census.

Indirect methods

Indirect methods of collecting data are required in countries and periods where full data are not available, such as is the case in much of the developing world, and most of the historical demography. One of these techniques in contemporary demography is the sister method, where survey researchers ask women how many of their sisters have died or had children and at what age. With these studies, researchers can then indirectly estimate birth or death rates for the entire population. Other indirect methods in contemporary demography include asking people about siblings, parents, and children. Other indirect methods are necessary for historical demography.

There are a variety of demographic methods for modeling population processes. These methods include:

- Models of mortality (including the life table.

- Gompertz models, hazards models, Cox proportional hazards models, multiple decrement life tables.

- Brass relational logits), fertility (Hernes model, Coale-Trussell models, parity progression ratios).

- Marriage (Singulate Mean at Marriage, Page model).

- Disability (Sullivan's method, multistate life tables).

- Population projections (Lee Carter, the Leslie Matrix).

- Population momentum (Keyfitz).

The United Kingdom has a series of four national birth cohort studies, the first three spaced apart by 12 years: the 1946 National Survey of Health and Development, the 1958 National Child Development Study, the 1970 British Cohort Study, and the Millennium Cohort Study begun much more recently in 2000. These have followed the lives of samples of people (typically starting with around 17,000 in each study) for many years, and are still continuing. As the samples have been drawn in a nationally representative way, inferences can be drawn from these studies about the differences between four distinct generations of British people regarding their health, education, attitudes, childbearing, and employment patterns.

Common rates and ratios

- The crude birth rate, the annual number of live births per 1,000 people.

- The general fertility rate, the annual number of live births per 1,000 women of childbearing age (often taken to be from 15 to 49 years old, but sometimes from 15 to 44).

- The age-specific fertility rates, the annual number of live births per 1,000 women in particular age groups (usually age 15-19, 20-24 etc.)

- The crude death rate, the annual number of deaths per 1,000 people.

- The infant mortality rate, the annual number of deaths of children less than one year old per 1,000 live births.

- The expectation of life (or life expectancy), the number of years which an individual at a given age could expect to live at present mortality levels.

- The total fertility rate, the number of live births per woman completing her reproductive life if her childbearing at each age reflected current age-specific fertility rates.

- The replacement level fertility, the average number of children women, must have to replace the population for the next generation. For example, the replacement level fertility in the US is 2.11.

- The gross reproduction rate, the number of daughters who would be born to a woman completing her reproductive life at current age-specific fertility rates.

- The net reproduction ratio is the expected number of daughters, per new prospective mother, who may or may not survive to and through the ages of childbearing.

- A stable population is one that has had constant crude birth and death rates for such an extended period of time that the percentage of people in every age class remains constant, or equivalently, the population pyramid has an unchanging structure.

- A stationary population is one that is both stable and unchanging in size (the difference between the birth rate and the death rate is zero).

A stable population does not necessarily remain fixed in size. It can be expanding or shrinking.

Note that the crude death rate as defined above and applied to a whole population can give a misleading impression. For example, the number of deaths per 1,000 people can be higher for developed nations than in less-developed countries, despite standards of health being better in developed countries. This statistic is due to developed countries having a larger proportion of older people, who are more likely to die in a given year. The overall mortality rate of a country can be considered high, even if the mortality rate is lower for any given age. A more comprehensive picture of mortality is given by a life table which summarizes mortality separately at each age. A life table is necessary to give a good estimate of life expectancy.

Science of population

Populations can change through three processes: fertility, mortality, and migration. Fertility involves the number of children that women have and is to be contrasted with fecundity (a woman's childbearing potential). Mortality is the study of the causes, consequences, and measurement of processes affecting death to members of the population. Demographers most commonly study mortality using the Life Table, a statistical device which provides information about the mortality conditions (most notably the life expectancy) in the population.

Migration refers to the movement of persons from a locality of origin to a destination place across some pre-defined, political boundary. Migration researchers do not designate movements 'migrations' unless they are somewhat permanent. Thus demographers do not consider tourists and travelers to be migrating. Demographers typically conduct migration research through the use of Census data at places of residence. However, indirect sources of data including tax forms and labor force surveys are also important.

https://en.wikipedia.org/wiki/Demography

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Target Audience
Edited By
David Childers

This is the intended audience or readership of a publication, advertisement, or another message. In marketing and advertising, it is a particular group of consumers within the predetermined target market, identified as the targets or recipients for a particular advertisement or message. Businesses that have a broad target market will focus on a specific target audience for individual messages to send, such as The Body Shops Mother's Day advertisements, which were aimed at the children and spouses of women, rather than the whole market which would have included the women themselves.

A target audience is formed by the same factors as a target market, but it is more specific and is susceptible to influence from other factors. An example of this was the marketing of the USDA's food guide, which was looking to appeal to the age range of 2-18 year olds. The factors they had to consider outside of the standard marketing mix, were things such as the nutritional needs of growing children, children's knowledge and attitudes regarding nutrition and other specialized detail. This age range reduced their target market and provided a specific target audience they could focus on. Common factors for target audiences can be reducing the target market to details such as 'men aged 20-30 years old, living in Auckland, New Zealand' rather than 'men aged 20-30 years old'. However, just because a target audience is specialized doesn't mean the message being delivered will not be of interest and received by those outside the intended demographic. Failures, however, of targeting a specific audience are also possible, and occur when information is incorrectly conveyed. Side effects such as a campaign backfire and 'demerit goods' are common consequences of a failed campaign.

Demerit goods are goods with a negative social perception, and face the repercussions of their image being opposed to commonly accepted social values. Defining the difference between a target market and a target audience comes down to the difference between marketing and advertising. In marketing, a market is targeted by business strategies, while advertisements and media, such as television shows, music, and print media, however, are more efficiently used to appeal to a target audience. A potential strategy of appealing to a target audience would be playing advertisements for toys during the morning children's TV programs, rather than during the evening news broadcast.

Reaching a target audience is a staged process, started by the selection of the sector of the target market. A successful appeal to a target audience requires a detailed media plan, which involves many factors to achieve an effective campaign.

Target market

A target market is a select group of potential or current consumers, which a business decides to aim its marketing and advertising strategies at to sell a product or service. Defining a 'target market' is the first stage in the marketing strategy of a business, and is a process of market segmentation. Market segmentation can be defined as the division of a market into its select groups, based on a variety of factors such as needs, characteristics, and behaviors, so that the application of the marketing mix can be appropriate to the individual. Segmentation of the market gives a business the ability to define its target market for its product or service, and efficiently apply the marketing mix to achieve the desired results.

A target market is a common tool utilized by many marketers and business to determine the set of customers they intend to focus on and serve their marketing messages to. A target market is defined by the Oxford Dictionary as "A particular group of consumers at which a product or service is aimed". A target market is determined and defined by the goals set out in the marketing plan. From the marketing plan, the marketer can establish the appropriate target audience necessary to successfully complete effective marketing communications. Distinguishing the target market is a critical decision for any businesses as it is the group of individuals whom the marketing is tailored for. Once a company has determined their target market an offering can be designed to satisfy the particular needs and wants of the particular audience. The target audience is often segregated by factors such as demographic and psychographic differences. The audience within these target segments can have different regional, ethnic, lifestyle, and monetary and religious requirements. Tailoring the offering to a target market allows the marketer to effectively satisfy the particular needs and wants of the consumers of this

audience.

The marketing mix is the combination of what are commonly called the '4 P's'. These are price, place (distribution), product and promotion, in no particular order. The target market, defined by the market segmentation, requires a unique set of the 4 P's to have the product or service effectively and efficiently marketed to it. For example, the marketing of a new women's perfume would require the segmentation of the market to be focusing almost exclusively on the female portion of the market, but would also have to consider the 4 P's before it was determined. In terms of perfume, this may include what price bracket the product was to be aimed at, where the product was to be sold, the quality and aroma of the product and how it was to be promoted. With all these considered, the product can be efficiently marketed. Therefore, the combination of the target market with the marketing mix is crucial to the success of the product or service.

Determining the Target Audience

A business must identify and understand its target audience if their marketing campaign is to be successful. It allows the business to craft it's products or services to the wants and needs of customers, to maximize sales and therefore revenue. A successful marketing campaign connects with consumers on a personal level, which will help the business to develop long-term relationships with customers).

Not all consumers are the same; so determining the target audience is key to reaching the loyal and high profit customers and help ensure a return on investment. To effectively determine the brand's target audience, marketing managers should consider the three most important general aspects of target audience grouping, Demographics, Psychographics and consumer lifestyle.

The business must first identify what problem their product or service solves, or what need or want it fulfils to identify the target audience. The problem must be one that consumers are aware of and thus will be interested in pursuing a solution. For example, a problem could be a lack of cheap air-conditioning units on the market. If a business enters the air-conditioning unit market selling their units at a low price, consumers who couldn't afford the other air-conditioning units will see this as a solution to the problem and will purchase the new units. The problem that the business solves can be identified by searching for similar business' or business ideas. If the search is unsuccessful, then there remains to be a problem that the business can solve.

The business must determine what kind of people are facing the problem they identified. This is based on consumer demographic, psychographic, geographic information and behavior.

Demographic Information

Demographic data involves statistical aspects of consumers such as gender, ethnicity, income, qualification and marital status. Demographic information is important to the business because it gives a basic background of the customers the company is intending to aim its marketing campaign at. This helps them to judge on a basic level how to communicate effectively with who they have identified as the target audience. Demographics are key because they provide the foundation of who the business will be targeting. Demographics is statistical information that does not require in-depth analysis to provide an answer. Thus a business would use quantitative methods of data collection. This method will provide an analytical approach to identifying the target audience.

Psychographic Information

Psychographics is the use of sociological, psychological and anthropological factors, as well as consumer behavior, style of living and self-concept to determine how different market segment groups make decisions about a philosophy, person or product. Psychographic information can be utilized by the business to gain a deeper understanding of the consumer groups they intend to target, by analyzing the more intimate details of the consumer's lifestyle and thinking processes so as to gain an understanding of their preferences. Things like financials, interests, hobbies and lifestyle will all be filtered by the business to create a target audience that will, in theory, be open to the product and will connect with the business through a marketing campaign aimed at them.

Behavioural Information

Consumer behavior is the purchase decision process, what influences their purchase decision, what purposes they use the purchased good for, and their responses and attitudes to the product). Cheng explains that consumer's behavior is affected by messages sent by the business, which in turn affects their attitudes towards brands and products, and ultimately what products they choose to purchase. When determining their target audience, a business must examine consumer behavior trends. Behavioral patterns could include online purchasing instead of in-store purchasing, or modern consumers purchasing a new smartphone annually. They should then select a segment of consumers whose behavior aligns with the functionality and purpose of the product to be the intended audience for a marketing campaign. Target consumers can be identified by businesses as they will indicate that there is a demand for the product by their behavioral signals. Their interests, hobbies and past purchase activity can provide a platform on which the business can base their marketing campaign.

Geographic Information

Geographic information is essentially where the customer is located and is vital to the business when they are determining their target audience. This is because customers located in different geographic areas are going to encounter different things that influence their purchase decisions. These can be any number of things, including resources, cultures, and climates, which can cause their behavior, psychographic information and influences to differ with those who are in same demographic but are geographically distant (Kahie, 1986). For example, a city or area with a big drinking culture will encounter high liquor sales, whereas a city or area with a minimal drinking culture will experience small liquor sales. Each country has consumers of the same demographic, but due to the cultural influence of the geographical area, their purchase decisions are different.

The following is a basic example of a customer profile. The individual is a male, that is aged 35–40. They live in the U.S.A and have a university level education (demographic). They are also a sociable extrovert from a top-middle economic class, who lives an active lifestyle (psychographic). They reside in Nashville, Tennessee (geographic) and make small and frequent purchases without considering the product's brand (behavioral). This profile will allow the business to tailor their marketing campaign to attract particular consumers.

There are many methods of demographic, psychographic, geographic and behavioral data collection. There are quantitative methods, being statistical processes such as surveys and questionnaires, and qualitative methods, being in-depth approaches such as focus groups or comprehensive interviews. The different aspects of consumers are all essential to a business when it is planning a marketing campaign, as the information that the business gathers will determine what the most profitable target market for the campaign is, and how to reach this market.

The business must also look to their competitors to see what processes they are currently taking to try and solve the problem, and which consumers they are targeting. This will allow the business to get an idea of the type of consumer they will be targeting, and what the best way is to communicate with this kind of consumer. This information can be used to allow the business to differentiate slightly from the competition to give them a competitive advantage once the marketing campaign begins.

Once the target audience has been identified, the business must then create content for the campaign that will resonate and efficiently communicate with the consumer. Tracie Sherlock emphasizes that the level of content with which the business will be reaching the consumer should be of high quality, as 92% of marketers specify that high level content is valuable for a campaign. This high degree of content well help consumers to connect on a more personal level with the business, and contribute to a successful communication process from the business to the target audience and then feedback from the target audience to the business.

Once the business has gathered data from consumers about their demographic, psychographic, geographic and behavioral situations, they can analyze this and use it to identify a rough target audience. This can be refined by the analysis of competitor's processes and objectives, allowing the business to formulate a more segmented target audience. Then the segmented target audience can be refined into a clear objective of which consumers the business is targeting, thus creating the particular

target audience for a marketing campaign.

<u>Lifestyle</u>

A lifestyle is defined as "a persons pattern of behavior" which is closely related to consumer's personality and values. The lifestyle of a customer is often determined by the consumers purchasing behavior and product preference. This gives marketers an understanding of what type of lifestyle consumers live. A lifestyle is defined with three main sections, activities, interests and opinions (AIO). If a marketer can conduct lifestyle research through previous purchasing behavior it gives an excellent understanding of AIO's enabling target audiences to be conclusively determined. An example is if a consumer purchases a set of fishing gear online, it is safe to assume that marketer can place.

Target Audience vs. Target Market

Two key marketing terms include target audience and target market. Distinguishing the correct target market(s) and defining your target audience is a crucial step when owning a business. Although both are very similar, it is essential to understand the fundamental differences between the two.

A target audience is usually associated with a business's marketing message, which usually highlights key advantages and benefits of a business's product or service. A target audience usually consists of "company employees, society as a whole, media officials, or a variety of other groups". Tom Duncan the author of "The Principles of Advertising and IMC," and founder of the Integrated Marketing Communication (IMC) graduate program at the University of Colorado, defines target audience as "a group that has significant potential to respond positively to a brand message". This 'group' being the intended audience is usually targeted through particular marketing communication channels such as advertising, which then aims to create a positive interaction towards the brand. If this is successful, the audience will play a huge role in influencing other potential customer's to purchase the product or service. A good example of this is when a child is positively reached through a communication channel such as a TV advertisement for toys, the child then shares this information to the target market (being the parent in this case) who will then be influenced to purchase the toy. The target audience can often be confused with the target market, which is targeted at potential buyers.

A target market is a selected group of consumers, who share common needs or characteristics. Often these characteristics can be segmented into four different marketing groups being geographic, demographic, psychographic or behavioral. Once a company has defined their target market they will aim their products, services and marketing activities towards these consumers in a way that will hopefully persuade them to purchase the product or service. The impact of this will result in either a gratifying or deficient marketing strategy.

Strategies For Reaching Target Audiences

Reaching a target audience is a staged process, started by the selection of the sector of the target market. A successful appeal to a target audience requires a detailed media plan, which involves many factors to achieve an effective campaign.

The use of media is what differentiates target markets from target audiences. While target markets are formulated with business strategies, the use of advertising and other media tools is what makes marketing to target audiences a more effective way of appealing to a select group of individuals. The effectiveness of a target audience campaign is dependent on how well the company knows their market; this can include things such as behaviors, incentives, cultural differences and societal expectations. Failure to identify these trends can lead to campaigns being targeted at the wrong audiences, and ultimately a loss of money or no change at all. An example of this type of failure was Chef Boyardee, who planned a campaign to appeal to teenage boys, who were the largest consumers of their product. What they hadn't considered however was that the purchasers of their goods might be different from the consumers, which was the case, as mothers were the leading buyers, even though their boys were consuming the product. Factors like these are things that are considered at a more in-depth level with a detailed media plan, one that cannot be found in a simpler target market strategy. Following through with a media plan requires attention at every stage, and requires a range of factors to be considered. In order, these include:

1.Targets	5. Media Units	9. Contingency Plans
2. Media Types	6. Media Schedule	10. Calendar
3. Media Tactics	7. Media Promotions	11. Budget and Integrated Marketing
4. Media Vehicles	8. Media Logistics	

Each of these sections goes into even more detail, such as media units, which includes such minute details as the length of a broadcast commercial or the size of a print advertisement.

A thoroughly followed, planned and implemented media plan is required to achieve outright success in a campaign. Therefore, ignoring any of the factors can lead to a miscommunication with consumers and ultimately a failure to fully reach the whole target audience effectively.

Effective marketing consists of identifying the appropriate target audience and being able to appoint the correct marketing strategy to reach and influence them. Four key targeting strategies largely used within businesses are; undifferentiated (mass) marketing, differentiated (segmented) marketing, concentrated (niche) marketing, and lastly micro (local or individual) marketing.

Undifferentiated (mass) marketing is a strategy used to capture a whole audience, rather than focusing on the differences in segmented markets. A business will typically design one product line and focus on what consumer demands are most frequent, to create a marketing program that will appeal to the greatest amount of purchases. This strategy commonly uses mass distribution and advertising to assist with the creation of an excellent product and is possibly one of the most cost effective. The small product line, similar advertising program and absence of segmented market research and planning, all contribute to keeping the costs down. Many do not believe in this strategy, due to the high amount of competition and the difficulty in creating a product that satisfies a majority of consumers.

A differentiated (segmented) marketing strategy is when a business chooses to target multiple segments of the audience, by creating a different variations of its product for each. An example of this is V energy drinks which offer an extensive range of products including; V regular, V sugar free, V zero, V double espresso. Typically when using this marketing strategy, recognition of the company is widened and repeat purchasing is strengthened, with customers gaining products that are more tailored to their needs. This approach, unfortunately, is not cost effective and involves a lot of research and development, as well as a whole range of promotion that is unique to each particular product. Although, this strategy often has more sales than those who use an undifferentiated marketing strategy. When considering this strategy one must consider the increased sales against the increased cost.

Concentrated (niche) marketing is a "market coverage strategy in which a company goes after a large share of one or a few sub-markets." This approach enables companies to create a strong market position without mass production, distribution or advertising. This strategy is usually beneficial as it does not involve a lot of competition. A business can gain greater knowledge of their distinct segment, as they are more focused on the segmentations needs and reputation that it acquires. Many businesses using this strategy are now turning to the web to set up their shop, not only because it is cost effective but allows them to become more recognizable.

Micro-marketing strategy (local or individual) targets very narrowly compared to an undifferentiated marketing strategy. A business that typically uses this strategy will adjust its product, and marketing program to fit the needs of different market segments and niches. A good example of this is shown in the real-estate industry whose goal is often to determine what type of house the client is looking for. Micro-marketing includes both local and individual marketing. Often this strategy can be costly, due to the customization and shortage of an economy of scale.

Local marketing is "tailoring brands and promotions to the needs and wants of the local customer groups, cities, neighborhoods, and even specific stores." This type of marketing does have difficulties especially when it comes to manufacturing and commercialization costs, meeting the mixed requirements for each market location and brand image familiarity. New developing technologies and fragmented markets regularly exceed these obstacles.

Individual marketing refers to accommodating merchandise and marketing programs, to the desired demands of individual customers. An example of this is Coca-Cola who enables customers to personalize their coke cans by being able to print their name or choice of text onto the can packaging. Despite the extra costs for the business, allowing a customer to design and create a product they desire to suit their unique needs, can create value and loyalty towards the business. It is also a way the business can stand out from its competitors.

<u>Strategies for reaching target markets</u>

Marketers have outlined four basic strategies to satisfy target markets: undifferentiated marketing or mass marketing, differentiated marketing, concentrated marketing, and micromarketing/ niche marketing.

Mass marketing is a market coverage strategy in which a firm decides to ignore market segment differences and go after the whole market with one offer. It is type of marketing (or attempting to sell through persuasion) of a product to the largest audience possible. The idea is to broadcast a message that will reach the greatest number of people possible. Traditionally mass marketing has focused on radio, television, and newspapers as the medium used to reach this broad audience.

For sales teams, one way to reach out to target markets is through direct marketing. This type of marketing is accomplished by buying consumer database based on the segmentation profiles you have defined. This information usually comes with consumer contacts (e.g. email, mobile no., home no., etc.). Caution is recommended when undertaking direct marketing efforts — check the targeted country's direct marketing laws.

Target audiences are formed from different groups, for example, adults, teens, children, mid-teens, preschoolers, men, women.

It is essential to familiarize yourself with your target market; their habits, behaviors, likes and dislikes To market to any given audience effectively. Markets differ in size, assortment, geographic scale, locality, types of communities, and in the different types of merchandise sold. Because of the many variations included in a market, it is essential, since you cannot accommodate everyone's preferences, to know exactly who you are marketing to.

To better become acquainted with the ins and outs of your designated target market legend, a market analysis must be completed. A market analysis is a documented examination of a market that is used to enlighten a business's preparation activities surrounding decisions of inventory, purchase, workforce expansion/contraction, facility expansion, purchases of capital equipment, promotional activities, improvement of daily operations and many other aspects.

Strategic plan & Segmentation: For all marketing organizations undertaking a strategic plan need to use target marketing as a key decision area. Target marketing is also part of the segmentation process, where groups who share the same needs and wants are segmented into specific categories. According to Dibb and Simkin, (1998), the final process of target marketing is the design of marketing mix Programme. The marketing mix tools are made up of four broad groups known as the 4 Ps, product, price, place, and promotion. The use of the marketing mix Programme will provide sufficient data and knowledge to enforce appropriate marketing strategies to reach the specific target audience. Target marketing strategy can be segmentation: Market segmentation demonstrates dividing the market into distinct groups that may require different products or services. Using the strategy of market segmentation can allow the marketer to have sufficient knowledge of the consumer characteristics. Knowledge of customer's demographic, geographic, psychographic and behavioral variables can enable relevant marketing processes to reach the target audience directly. These distinct groups are four primary markets such as geographic, demographic, psychographic and behavioral…

Geographic segmentation is the market appealing to particular geographic areas such as nations, regions, countries, cities or neighborhoods. Specific knowledge of geographic preferences allows businesses and organizations to modify or change their product to allocate to their market.

Demographic Dividing the market into a demographic field such as age, life cycle, gender, income,

occupation, education, religion, and nationality. Some companies offer different products and market strategies to allocate to various age and life cycles; other companies focus on the specific age of life cycle groups. Kotler et al., (2014) states an example, Disney cruise lines primarily focus on families with children large or small, and most destinations offer children and parent orientated activities. This shows that the Disney cruise line company has a specific segment of their target market being families with children.

Psychographic Segments customers into different variables based on social class, lifestyle, or personality characteristics. People who in the same demographic area can have completely different psychographic characteristics. Marketers typically segment target markets into consumer lifestyles and their social class. In terms social class segment category, marketers are aware that the type of social class has a large effect on preferences for cars, clothes, home furnishings, leisure activities, reading habits, and retailers.

Behavioral Consumers are divided by their knowledge, attitude, and use or response to a product. A marketer can group buyers according to when they made the purchase or use of the product. For example, Kotler et al., (2014) Studies suggest that air travel is generated by occasions that are related to business, vacation, or family. Another way marketers can group buyers using behavioral variables is user status and usage rate. They can be segmented into nonusers, former users, potential users, first-time users and regular users of a product. Utilization rate is the segmentation into the light, medium and heavy product users. Heavy product users are usually a small percentage of the market but account for a high proportion of total consumption. Loyalty status can prove to be very significant to a marketer's product or service. This expresses a reason for increasing customer loyalty "loyal customers are pricing insensitive compared to brand-shifting patrons."

Marketing Mix: To understand the effects on marketing on audience improvement the basic marketing principles need to be outlined, and examine the correct role that marketing strategies can influence a process of building a target audience. According to, Galvin, (1998) marketing is considered to be as simple as selling or promoting a product or service (a client, customer or consumer) who is in need of the distinct product. The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual customer and organizations. As well as segmentation, the marketing mix is also a significantly important marketing strategy to pinpoint the target audience and further market appropriately to that particular audience. The marketing mix involves a process of designing the packaging, pricing of the product, distribution of the product, and promotion or communicating about the product, these methods are known as the 4 P's. The market strategy and the marketing mix allow room to create value for customers and build profitable customer relationships. These customer relationships can create an idea of exactly what target audience applies to the specific product if few or more consumers have similar characteristics and purchase the product regularly for similar behavioral reasons, therefore, the target audience may fit within that category.

Direct Marketing: Direct marketing is targeting individual consumers to both obtain an immediate response and cultivate lasting customer relationships. According to Evans, O'Malley and Patterson, (1995) the direct marketing industry has been the fastest growing sector of marketing communications. There are multiple forms of direct marketing such as direct mail, the telephone, direct-response television, e-mail, the Internet and other tools to connect with particular consumers. Evans, O'Malley and Patterson, they consider leaflet drops and samples to be a form of direct marketing also. Using these direct forms of communication customers of the product or service will receive personal, efficient and easy accessed information on the product. These methods could influence the customer to be more convinced to purchase the product or service. In this case, for strategies for reaching the target market, this is arguably the most straightforward and direct process for reaching the appropriate target audience.

Communication Strategies

The shift of communication strategies

In previous years marketing communications channels have undergone massive changes, turning away from traditional mass-market type advertisements such as television and radio. These changes are due

to advancements in technology and the Internet era developing brand new communication channels such as web advertising, social media, and blogs. Many businesses such as Coca-Cola are engaging with their target audience through these modern media channels opening up a two way communication from brand to consumer and consumer to brand. This approach is generating the brands following, through social media vehicles, becoming an increasing source where consumers can find brand content and information. By increasing engagement with target audiences, businesses have the opportunity to increase brand equity through both traditional media and social media.

Traditional communication

Traditional media vehicles such as television, radio, and press have been utilized by marketers for many years, but they have limitations when trying to reach an individual target audience. The advantage traditional media gives businesses is the ability to connect with a huge audience. This type of marketing is commonly known as mass marketing and account for 70% of media spending. These media vehicles are better suited when a brand is attempting to stay relevant or build brand awareness due to the mass market it communicates with. Although traditional media is effective in generating brand awareness, in today's market more and more, consumers are engaging in online behavior where they are engaging in more than one media channel at a time. Traditional media cannot target this consumer effectively where an Omni-channel marketing approach is needed. Traditional media is considered expensive for smaller businesses with limited ability to market to the intended target audience; rather this mass marketing approach serves the messaging market with small indentation to the target audience. To reach today's target audience effectively traditional media such as television advertisements must be implemented in an integrated marketing communications campaign rather than the method for media delivery of a brands message.

Online Communications

Marketers can use online media to enable businesses to better reach their target audience. Once marketers understand the segments of their target market, they can generate a marketing message suitable for the intended target audience. Communicating to consumers through tools such as web banners, social media, and email, allow for direct targeting to the consumer. This data allows the creation of a custom message to a consumer, which is already engaged and interested in the offering. An example of this is remarketing, which allows for advertisers to see a customer's web history, tracking them online to see specifically which websites they have visited. The marketer can then hit the same consumer with a related product from a previously visited website in an attempt to sell and advertise the product through web banners which were earlier turned down by the customer.

Social media such as Twitter, Snapchat Discover, YouTube and Facebook allow two-way communication between the business and consumer, which cannot be achieved by traditional media. This communication benefits both the business utilizing social media as a tool and the consumer as they can build meaningful relationships with the business and other consumers, creating a community surrounding the brand. This community can provide new insights for the business, identifying problems and offer solutions through social interactions. When businesses have a successful social platform which generates an interactive community around the brand, it enables better relationship building which improves the brand's image and consumer based brand equity.

The power of persuasion on the target audience

The role that social influence and persuasion play has a sizable emphasis on a target audience, and how the message is developed into society. How these messages are conveyed to the target audience, plays a key role tailored to the target audience to trigger deep or shallow processing, from using the best path to persuasion. The target audience analysis process requires a tremendous amount of work, to identify the characteristics of the broad target audience, refining this audience on several dimensions. The specific conformity of the target audience to the desired supporting psychological operations objective is the product of assiduous work, mainly of the target audience analysis phase of influence process, this validates the importance of this role to the overall operation enabling decision makers, to gain substantial objectives in the information environment.

https://en.wikipedia.org/wiki/Target_audience