

Psychographic Audience Profile.

	Audience 1	Audience 2	Audience 3	Audience 4
WHO INFLUENCES PURCHASES.				
PERSONAL GOALS.				
HOW THEY RESPOND EMOTIONALLY.				
PAST BEHAVIOURS.				
WHY THEY INTERACT WITH YOU.				
WHERE THEY LOOK FOR PRODUCT INFORMATION.				
CONTENT CONSUMPTION HABBITTS.				