

HOW TO FIGURE OUT YOUR CUSTOMERS' MEDIA HABITS

One key to using media effectively is putting your messages where people are likely to see them. That means knowing what they read and where they hang out on and offline. Here are 10 ways to figure that out.

1. Ask existing customers how they heard about you. Get details on what they read or searched for when looking for products and services like yours. This could include online and offline channels, such as newspapers, magazines, radio stations, social sites, etc. Just asking may not give you the whole picture. Customers' memories are rarely accurate. Plus, you may be missing out on other media you haven't tried yet.
2. If you're getting a decent amount of traffic, create a survey for your website with a tool like SurveyMonkey.com.
3. Place a survey in your newsletter to ask the same question.
4. Nielsen.com publishes free info about media consumption. PEWInternet.org is especially useful for social media reports.
5. Find out what associations or groups your audience belongs to, and the groups they're members of on social sites.
6. Look at the media kits of magazines and websites aimed at your customer, which may be found via the advertising link (usually in the footer). Media kits include information about readers and visitors. For local businesses, consider neighborhood newspapers, community bulletins and professional newsletters.
7. Use Quantcast.com or Alexa.com to see a website's traffic stats.
8. Try SimilarWeb.com to see if there are other sites that fall into the same category as the sites you've already found. Another place to get ideas is through Google Adword's Display Planner (under Tools).
9. Pretend you're a customer and type a search into Google and see what sites come up.
10. Check your competitor's inbound links to see where their traffic is coming from with the Moz Open Site Explorer (moz.com/researchtools/ose/).

To learn more about researching your target market and audience, visit our sister site: dempsee.com.

For more tips, tools and small business resources, visit: blockbeta.com

