

“ *Good artists copy. Great artists steal.* ”

## 5. Identify Fans

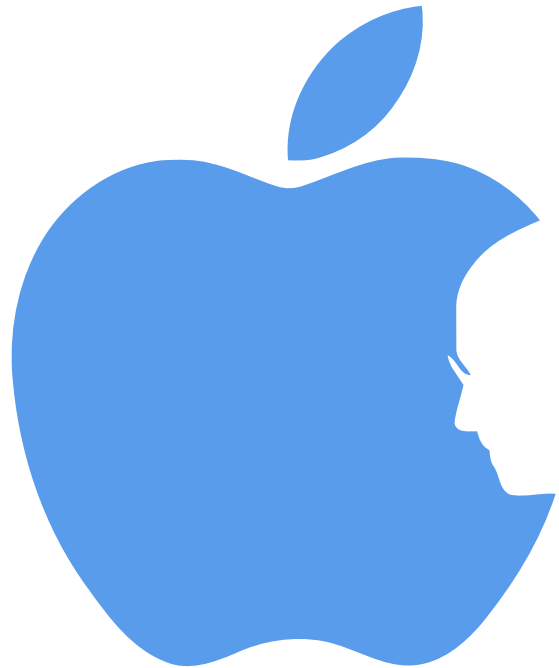
Now that you have established your brand and developed a cut-through content strategy, it is time to identify your fans – your audience.

While this may seem simple to some and unnecessary to others (a lot of growing businesses don't put enough thought into exactly who will want to buy their products), it is key to successfully marketing your brand – both online and off.

### Similar Brands

As the great entrepreneur Steve Jobs once said:

Good artists copy. Great artists steal.



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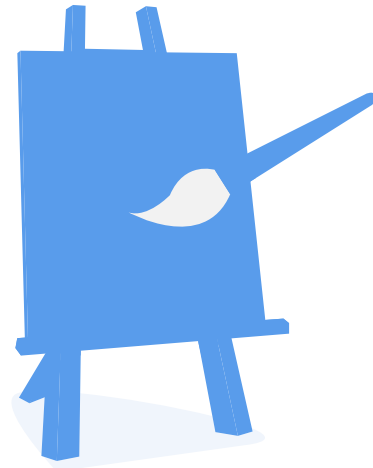


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## “Understand the audience of your competitors”

Unless you have dreamed up a completely new and revolutionary product or concept, it is fairly safe to say that there are many other businesses and brands in the world offering similar or competing products or services to you.

Understanding the audience and demographics of your competitors will help you to paint a picture of what your own audience looks like, and what types of people your products can (and should) be targeted towards.



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## “Build a profile of your customers”

Let's pretend for a moment that you are selling sports sunglasses online. Assuming that your sunnies are of similar quality and competitively priced, it is quite likely that people who are interested in Oakley sunnies will also be inclined to check out and purchase your products.



In addition to this, there are many other brands of sunnies (and sportswear in general) that you could pretty safely apply this logic to. By identifying and understanding the target audience of your competitors and other similar brands, you are building a profile of your own audience; and a pool of potential customers to promote your products and services to.

*\*Before you begin investing your time, energy and money into promotion, you need to have a clear picture and a deep understanding of **who you are promoting to!***



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