



## **9 Questions You Must Answer to Grow a Vibrant Digital Community**

### **1. What are your goals and objectives?**

### **2. Who is your target market?**

Who do you want to attract? Define the specific demographics of your target market.

Who are they?

How old are they?

What specific industry or niche do they work in?

What is the role they have at work? Do they work?

### **3. What is the online behavior of your target market?**

When are they online?

What social network sites do they frequent and why?

How often do they frequent them? Do they read blogs? Do they prefer video, audio, text or all of the above?

### **4. What language does your ideal customer talk in?**

What is the tone of their conversations? Are they more casual or formal? Are they using simple language or more complex?

### **5. What problems does your target market have and how can you help them solve them?**

What keeps your ideal customer up at night?

How can you help them sleep better?

How can you help them solve their problems so they can focus on their core business?

**6. What are the core benefits you offer to your ideal customer?**

How can you help them drive higher efficiencies in their life or business?

How can you help them achieve more?

How will they benefit in purchasing your products or services?

**7. What core benefits do you offer that are different than what your competitors offer or what they can get from replacement products or services?**

What do you offer that is unique?

How is your product or service more valuable than the others?

What can you do to drive higher value in the eye of your ideal customer?

**8. What can you offer your ideal customer for free to attract them to you and your brand?**

What information can you share with them to help them meet their business or life goals?

**9. How will you measure success?**

Is it website traffic? Is it engagement on posts? Retweets or repins? Is it the number of leads or new sign-ups to your email list?