Audience map

Split your audience by how a message reaches them and what you ask of them, not by the org chart.

How to fill it in

1. Reach: are they at a desk with email, or in the field with only a supervisor?
2. The ask: do they need to know, to understand and agree, or to do something new with their own hands?
3. Choose three to five segments. Each one gets its own message and channel.

Your segments Three to five. If you cannot describe one in a line, it is not a segment yet.

Segment	Segment	How the message reaches them	What we ask of them
Segment 1		□ At a desk, with email □ In the field, supervisor only	□ Know □ Understand and agree □ Do something new
Segment 2		□ At a desk, with email □ In the field, supervisor only	□ Know □ Understand and agree □ Do something new
Segment 3		□ At a desk, with email □ In the field, supervisor only	□ Know □ Understand and agree □ Do something new
Segment 4		□ At a desk, with email □ In the field, supervisor only	□ Know □ Understand and agree □ Do something new
Segment 5		□ At a desk, with email □ In the field, supervisor only	□ Know □ Understand and agree □ Do something new

Before you move on

- [ ] Three to five segments: more and you get lost, fewer and you are back to “all employees”.
- [ ] Each segment is defined by reach and by what is asked of it, not by department.
- [ ] You can describe each segment in one line.

THE RULE

“All employees” is not an audience.

Source: GoldinKollar method: a rule we use, not the result of a study

Audience map

Worked example

The example is made up, to show a filled template. Replace it with your own.

Your segments Three to five. If you cannot describe one in a line, it is not a segment yet.

Segment	Segment	How the message reaches them	What we ask of them
Segment 1	Branch managers	At a desk, with email	Do something new
Segment 2	Sales reps on the road	In the field, supervisor only	Do something new
Segment 3	Head-office sales support	At a desk, with email	Know