

Part 2 of a 4 part series

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# How to effectively reach your audience of viewers

EPSILON<sup>®</sup>

# The challenge — creating a direct relationship with your viewer

Now that you've built your audience ([click here for a refresher!](#)), let's talk about how to effectively reach them.

Reaching people is complicated, especially for media companies. There are a lot of moving parts—platforms, technologies, channels, media, social, mobile, etc. Consumers are using digital tools in every portion of their lives—including decision-making—and are always using different devices. The ways to reach customers are constantly changing but what remains constant is the need to reach them.

To effectively reach your audience of viewers, you need to organize, integrate and coordinate your efforts in a way that reaches your target audience at the right time, in the right way, at the right place and with the right offer or message. Here's how.

# The process: 6 key ways to reach your audience

1

## Segment

The important first step in reaching your audience is knowing something about them and intelligently segmenting them.

What's their age?  
Male or female?  
What is their pattern of viewership?  
What channel best reaches them?

Figure out what works for your brand and your customers.

2

## Audience counts

Obvious, right? Don't bypass this step. The waterfall of how many individuals are selected, and segmented, and then ultimately deployed, and who responded, will help you determine what worked. How many viewers can I reach by cookie or device ID? A snapshot of counts helps to determine what happens to your audience between building the audience and getting a response.

3

## Target

Now that you understand your audience counts and segments, target them. Onboard your segments, create your output files and transfer your files to your deployment mechanism. This is basic blocking and tackling. Be sure to execute flawlessly.

4

## Create programs

Now it's time to get creative. Develop compelling messages that present the right information at the right time in the right way. Understand what's working now, what's worked in the past and what new approaches are appropriate.

5

## Media planning

It might seem obvious but the media planning stage is necessary to ensure effective reach. Here you identify the best media platforms to get your messages to the right audience.



6

## Deploy

Here's the fun part—load the segments and push your message(s) to your audience. Integrated. Multi-channel. Targeted. Movie-goers or show watchers. Based on your insights and actions from the previous steps, by the time you hit the deploy stage, you should be confident that your messages will effectively reach your audience.

# Now what?

In the constantly evolving media industry, understanding your audience and how to effectively reach them will help you secure long-term viewers. We understand this is no easy task and making sense of all the data can be a challenge. We're here to help.

Now that you understand how to build and reach your audience, next in the continuation of this series we'll help you learn to boost their engagement. Finally, we'll help you to measure all of your hard work to optimize and monetize.

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To get the full series, sign up below. Or, have us give you a call to discuss how you can use data to more effectively reach your audience.

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# About Epsilon

Epsilon is the global leader in creating connections between people and brands. An all-encompassing global marketing company, we harness the power of rich data, groundbreaking technologies, engaging creative and transformative ideas to get the results our clients require.

Recognized by Ad Age as the No. 1 World CRM/Direct Marketing Network and No. 1 U.S. Agency from All Disciplines, Epsilon employs over 7,000 associates in 70 offices worldwide. Epsilon is an Alliance Data company.

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