Executive Summary

The purpose of this research thus far is to identify any psychographic and behavioral data of the target audience 45 -55 year old adults with children for my client Love and Faith Christian Fellowship Church. This data will help to give insight into the best messaging, content and the right communication channels to use to reach this target audience.

Thus far through research I have found out what this audience appears to be more interested in when looking for a house of worship. For example, this audience is looking for the congregation to be friendly and the message is more important than the denomination. (Mohamed, 2021) I also discovered that this audience is using the social media platforms Facebook, Instagram and Twitter. (Auxier, 2022)

This information will assist with crafting the appropriate social media strategy that will appeal to this target audience. Moving forward pinpointing the messaging and type of content to really engage this audience will be a part of the focus. Ensuring that the social media goals are specific, measurable, attainable, and time-bound or (SMART) goals is key. Also ensuring that the client understands why this is important and will be beneficial with reaching their goals.

# References

Auxier, B. &. (2022, May 11). *Internet, Science & Tech*. Retrieved from pewresearch.org.

Mohamed, B. (2021, April 29). *fact tank*. Retrieved from pewresearch.org.