

Guide to Audience Success

Following are tips to complete an ideal Audience Development Plan for Shaw Rocket Fund program applications. As you create your plan, remember to focus on the [strategy](#) behind each tactic.

In children's programming, different strategies are used to target each age group. Identify your audience's age range and whether the target audience for promotion differs from it. Think about where your audience is and what they can access. Consider whether your promotional strategies are directed to your audience or their parents (or another influential group like educators).

Complementary digital content is an important element in kids' media experiences. Outline any additional content you're creating and how your audience will discover it. Consider a website, games, apps, digital downloads, songs, educational tools, etc. that are appropriate to your project.

Many children's programs lend themselves well to partnerships. Think about how partners can help expose your program to their own audiences. *Self-promotion isn't always easy! Consider benefits your broadcasters, charities, influencers or even your other programs can provide.*

Most kids' programs provide an opportunity for tangible materials or experiences. What offline strategies will help your program be discovered by your audience? Consider merchandising, toys, tours, books, or events.

It's important for children to see themselves in the content they consume. Discuss how you're prioritizing equity, diversity and inclusion both in your content and team.

The best strategies are forward thinking. Show us your calendar of events. Include launch dates for social media, sneak peeks, the program, advertising and merchandising.

Always keep children's safety and platform age restrictions top of mind. Outline your strategy to select promotional platforms and utilize them effectively. How will you engage with your fans?

Consider how content will differ on social media, your website, or gaming sites. Will you use live/virtual interactions, contests, activities? Are these targeted to parents or kids?

With the wealth of content available for kids, paid media is often an effective way to get in front of your audience. Outline where you'll advertise and how often, as well as why you chose these platforms. Are you placing ads in online magazines, boosting social posts, purchasing keywords?

Many kids are internet savvy from a young age, and many parents like to explore the content their kids are consuming. What is your strategy to ensure your program is easily found by search engines? Consider a website, an IMDB page, a Wikipedia page and using metadata.

Producing children's media is a full-time job, so it's necessary to have dedicated resources in place to follow through on your discoverability strategies. Identify who will be responsible for managing and monitoring your plan, as well as analyzing the results.

Not everything is free. Outline the budget you'll spend specifically on audience development. Consider social media and community management, your website, paid advertising and additional materials.

Now that you have all your ideas planned out, tell us how you plan to measure whether they're successful. How will you pivot if you're not getting the results you expected?

Refer to the [Audience Development Plan Template](#) for complete requirements.
Use the [Audience Development Budget Template](#) to help create your budget.