

# How to Find Your Target Demographic & What to do when you find them

By Toussaint (T-Mixed-It) Lorenz

First, Let me start by saying, thanks for taking a second to invest in your knowledge.

Many artists don't realize it at the start of their music making journey, but if you're indie, and especially in this day and age, you need to know a wheelhouse of information to push your career. And being an artist myself (And probably a bit of a control freak if I'm being honest) I've taken the time to learn a bit.

## A Bit About Me

My Name is [Toussaint Lorenz](#) (Call Me T for Short). I do Alternative Hip-Hop and am based out of Colorado. I mix, master, market, and have developed a plethora of other skills. I'm a father and husband, so needless to say, I have a limited amount of time on my hands and I enjoy fashion, pop culture, anime, food, and funny stuff.

In 2020 a friend of mine was opening a tattoo shop and asked me to join him as the marketing manager. Although I had no official education in marketing, he'd said he always loved the way I marketed my music and wanted to implement my creativity and knack for coming up with unique ideas for the shop. I accepted and it became my fail forward/crash course in the ways of advertising.

In the process, I learned practices fortune 500 companies use from all the top marketing books I could find - [The New Rules of PR and Marketing by David Meerman Scott](#) - [Inbound Marketing by Brian Halligan and Dharmesh Shah](#) - [SEO 2021 by Jason McDonald](#) - [Don't Make Me Think by Steve Krug](#) - [Everybody Writes by Ann Hadley](#), and more.

I also became Google Ads Certified and Facebook Ads fluent. If you're reading this document, chances are it's because you clicked on one of my Google ads.

After learning and implementing all of this for the shop, I began implementing it into my goals for my music, and it helped give me guidance and direction as far as what I wanted to do, and how to get there.

Okay, enough about me, let's talk about **YOU** and that last sentence that I wrote.

## WHY would YOU want to find your target audience?

As I expressed in the sentence above, it's about guidance and direction. Music (Or really any business) is a marathon (RIP Nipsey Hussle). Half the job you have in a

marathon is knowing where you're going (The End). The other half is how you're going to get there (Goals, Techniques, Etc..). Too often, I see/talk to artists who are doing a lot of running, but don't know where to go. Metaphorically, they're just running on a treadmill. Sure, they get the exercise, but inevitably, they burn out and don't get to their destination. This is **WHY** you want to find your audience. So you can better get to your destination without getting burnt out.

Alright, we've covered me, and we've covered the "Why". Let's get into the "How".

### **The Big 3.**

When I'm looking to discover a target demographic for myself or others I do so in 3 ways. Sometimes just one of the 3, sometimes all three, just depends on your goals which we'll get into in a moment.

#### **Number 1: Ask**

Many Artists are sonically influenced by other artists whether consciously or subconsciously. I'm sure you've shown someone you know your next unreleased banger, and they've responded with "Sounds like so-and-so". Sometimes this is discouraging for artists. After all, we're beautiful butterflies who praise ourselves on the unique ideas and aura we bring to the table. But the truth is, this information is actually good. It lets us know the audience (the fans of the compared artist) we should be targeting. This is because that audience is going to be at a predisposition to like it, since they already enjoy the artist that the song sounds similar to. In this particular scenario, if I'm just pushing a single, this is about the bulk of the information I need to be able to start marketing a song, HOWEVER, you can take it one step further and Google artists that are also similar to that artist as well. Thus giving you an even wider net of people you can market to.

For example: Say your music sounds like Snoop Dogg, or Willie Nelson. A quick Google search saying "Artists who sound like Snoop Dogg (or Willie Nelson)" Will bring up several other artists deemed to be similar. You can also go to these artists profiles on Spotify, or Pandora, and scroll to the bottom to the "Fans Also Like" section and see other artists that their fans also enjoy. Sometimes you can even find lesser known artists through this route and actually reach out to them and see what collaborating with them would entail so that you can expose yourself to their fanbase.

**HOMEWORK:** Take an artist that you've been compared to before, and do the exercises listed above. It's okay, I'll wait for you to come back. This way you can find out how easy this is and know how to do it in the future as well as take the first step to discovering your target audience.

...Alright, you back? Sweet! Let's jump to the next technique..

## **Number 2: Data (If You Have Any)**

The second way is by understanding your data. If you've released music already via a distributor like Distrokid or Tunecore, and your music is on Spotify, then you can access certain analytics via [Spotify For Artists](#).

Both the App and website have a feature where you're able to go into your playlist analytics and see various playlists you've been on over time. From there you can click on the playlist and it will link you to it via Spotify. Once you've done that, you can see the other artists you're playlisted with. This information is invaluable because it lets you know what strangers who listen to your music are listening to as well.

What I recommend is to go through all of the playlists and write down whatever big names you see. Then put a tally mark next to them for each time they show up in a differing playlist. This helps you to not only determine all the different artists' audiences who could enjoy your music, but also which audiences may like you even more based on the fact that you're playlisted next to said artists multiple times. This can also give you insight on what kind of copy to write for posts/promo as well as hashtags.

For Example: Say we use the Snoop Dogg/Willie Nelson Comparison again. You can use their names as hashtags, or famous songs of theirs. You can make posts like "Is this the next Willie Nelson" or "Don't you think Snoop Dogg would sound good on this?". You could also do covers or remixes of these artist's music and direct it towards their audiences so that they find you easier. Thus giving you direction on your musical marathon.

## **Number 3: Data 2.0 - Check the age ranges, locations, and demographics in your spotify for artists/Apple Music for artists/etc..**

The 3rd way is to check the aforementioned ages, locations, and demographic data not only your Spotify for artists, but other DSP's (Digital Streaming Providers) analytical platforms as well. Apple, Amazon, Deezer, and Tidal all have their own version of these apps and you should do your best to check them all to determine differences AND similarities. Some DSP's even offer differing insights.

For example, Apple offers a "Shazam" counter which tells you what songs of yours are getting shazammed, how many times, and where. (If you don't know, Shazam is an app that you can use to discover music when it's playing around you to discover who made it) You can use this information to then propel your music to the areas you're seeing those shazams happen and get more exposure. For all you know, you're already a household name in Paris! Apple also recently implemented a "Radio Spins" tracker, that tells you if your music is getting radio play, what song, where, and how many plays.

Knowing the age ranges, locations, and demographics of your listenership can also be used to determine things like, what social media platforms you should be using (Some age groups are more prone to certain social media than others), where you should be interacting with posts from (You can type in locations on social media and interact with the content that's posted there) and the gender demographic of your listenership (This can help you know what type of offers to do, merch to make, songs to make, etc..) and of course, all of this information can help you when it comes to touring or performing/getting gigs in other states/countries.

Using one or all of these techniques combined can be the difference between actually running the marathon, or running in place and exhausting yourself with no end in sight. You've got to decide which one you'd prefer.

Alright, that's the spiel, I know it was a lot of information, so I want to thank you again for taking the time out to invest in your knowledge. I hope the information I've provided above serves, and creates value for you as well as helps propel your endeavors to new heights!

If you have any questions want to reach out, or are looking for mixing, mastering, or marketing services, feel free to email me at [illbeoverhere1@gmail.com](mailto:illbeoverhere1@gmail.com)

Looking forward to talking to you. Now go be great!

Big Love,  
T