Seven Questions to Knowing Your Audience

1. What are they like?
Demographics and psychographics are a great start, but connecting with your audience means understanding them on a personal level. Take a walk in their shoes and describe what their life looks like each day.

2. Why are they here?
What do they think they’re going to get out of this presentation? Why did they come to hear you? Are they willing participants or mandatory attendees? This is also a bit of a situation analysis.

3. What keeps them up at night?
Everyone has a fear, a pain point, a thorn in the side. Let your audience know you empathize—and offer a solution.

4. How can you solve their problem?
What’s in it for the audience? How are you going to make their lives better?

5. What do you want them to do?
Answer the question “so what?”—and make sure there’s clear action for your audience to take.

6. How can you best reach them?
People vary in how they receive information. This can include the set up of the room to the availability of materials after the presentation. Give the audience what they want, how they want it.

7. How might they resist?
What will keep them from adopting your message and carrying out your call to action?
Interact with the future
macy's
Early Birds
Story of Macy’s
### Annual Financials for Macy's Inc.

Fiscal year is February-January. All values USD millions.

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>5-year trend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales/Revenue</strong></td>
<td>27.93B</td>
<td>28.11B</td>
<td>27.08B</td>
<td>25.78B</td>
<td>24.84B</td>
<td></td>
</tr>
<tr>
<td><strong>Sales Growth</strong></td>
<td>-</td>
<td>0.62%</td>
<td>-3.65%</td>
<td>-4.80%</td>
<td>-3.65%</td>
<td></td>
</tr>
<tr>
<td><strong>Cost of Goods Sold (COGS) incl. D&amp;A</strong></td>
<td>17.75B</td>
<td>17.9B</td>
<td>17.56B</td>
<td>16.68B</td>
<td>15.15B</td>
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<tr>
<td><strong>COGS excluding D&amp;A</strong></td>
<td>16.73B</td>
<td>16.86B</td>
<td>16.5B</td>
<td>15.62B</td>
<td>14.16B</td>
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<tr>
<td><strong>Depreciation &amp; Amortization Expense</strong></td>
<td>1.02B</td>
<td>1.04B</td>
<td>1.06B</td>
<td>1.06B</td>
<td>991M</td>
<td></td>
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<tr>
<td><strong>Depreciation</strong></td>
<td>986M</td>
<td>1.01B</td>
<td>1.04B</td>
<td>1.05B</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Amortization of Intangibles</strong></td>
<td>34M</td>
<td>31M</td>
<td>23M</td>
<td>10M</td>
<td>-</td>
<td></td>
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<tr>
<td><strong>COGS Growth</strong></td>
<td>-</td>
<td>0.87%</td>
<td>-1.91%</td>
<td>-5.00%</td>
<td>-9.16%</td>
<td></td>
</tr>
<tr>
<td><strong>Gross Income</strong></td>
<td>10.19B</td>
<td>10.21B</td>
<td>9.52B</td>
<td>9.1B</td>
<td>9.69B</td>
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<tr>
<td><strong>Gross Income Growth</strong></td>
<td>-</td>
<td>0.20%</td>
<td>-6.70%</td>
<td>-4.44%</td>
<td>6.44%</td>
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<tr>
<td><strong>Gross Profit Margin</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>38.99%</td>
<td>NA</td>
</tr>
</tbody>
</table>
Open a Macy's Account &

save 20% today & tomorrow
up to a total of $100.*

APPLY NOW
Traditional
Contemporary
96%  71%
How an online candle company increased their revenue by using social media

Source: LYFE
WHO ARE MILLENIALS?
An Inside Look at the Habits of Millennial Shoppers
Entertainment and technology driven generation
Two thirds of millennials shop online.
MILLENNIAL’S PREFERRED LOYALTY PROGRAM REWARDS

- Rewards
- Discount Card
- Loyalty Program
- Rewards Club
- Discounts
- Club Card

Data From Software Advice
The glamorous effect of gamification.
boss day at work - awesome UK Treasure Hunt w 20m playing on Twitter. No bad! Superb team effort @CheilUK
#GS6isHERE
Create a game-like incentive for people to get involved.
Here we go for the 1st #1Day1Gift: Answer the question in the comments to win one of these beautiful sets! With which Medical University does Caudalie have an anti-aging and firming co-patent? Check back tomorrow to find out the winner!

Hop, hop, hop, top départ pour le #1Day1Gift : Répondez à cette question en commentaire pour tenter de gagner l'un de ces magnifiques coffrets ! Avec quelle université de médecine Caudalie a-t-elle déposé son brevet anti-âge et fermé ? Annonce du gagnant demain parmi les bonnes réponses !
Create interaction that provides incentive

macys
1 day

18889 likes
For a chance to win the ultimate Macy's surprise follow these steps!!
- Be sure you are following @macys on Instagram
- Like this post
- Comment below and tag 2 friends on this post
BOOM you're entered to win! Good luck! xo
The mixtape drops now. Not pulling punches. We Beefin'.
Create playful content that provokes attention

@Macy's
@Macys

@Kohls Step your game up, it's comeback season

2:48 PM - 6 May 2015
Interact with the future

Early Birds
ZARA Official
Clothing (Brand)
ZARA Official Instagram account
go.zara/ig-behindyourclick
Followed by lydia_catorce, leilonghoi, teresacoronado + 5 more

Macy's
Retail Company
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Share your fab finds: #macyslive
Shop the feed:
like2b.uy/macy