

Beyond Age and Gender: Targeting Readers by Psychographics



Traditional marketing relies on demographics: "Women, aged 25-45." While useful, this data is blunt. It tells you *who* someone is, but not *why* they buy.

Advanced **book publicists** and marketers are shifting towards "Psychographics"—targeting based on values, interests, personality traits, and lifestyle. A 25-year-old woman and a 60-year-old man might both love "cozy mysteries set in British villages." Demographically, they are opposites; psychographically, they are identical. They both value comfort, order, and nostalgia. Marketing to the *psychographic* yields far higher conversion rates.

Psychographic targeting involves asking different questions. What does this reader fear? What do they desire? Do they read to escape reality or to understand it? Do they value tradition or rebellion? For a dystopian novel, you aren't targeting "teenagers"; you are targeting "people who are anxious about the future and distrust authority." This profile spans generations. Ad copy and imagery should speak to these internal states. "Find hope in the ashes" speaks to a value; "A book about a girl" speaks to a demographic.

Interest-Based Targeting on Facebook

Social media ad platforms allow for deep psychographic targeting via interests. You can target people who like "Simple Living" magazines (for a cozy memoir) or "True Crime Podcasts" (for a thriller). You can target people who follow specific thought leaders or brands that align with your book's values. If you wrote a book about sustainability, targeting followers of "Patagonia" or "Greta Thunberg" is more effective than targeting "People who like books." You are aligning with their identity.

The "Vibe" Marketing on TikTok

TikTok is the ultimate psychographic engine. The "Algorithm" detects mood. Videos that capture a specific "core"—Cottagecore, Dark Academia, Witchy Vibes—aggregate users who share an aesthetic and a worldview. Marketing here is about signaling belonging to a tribe. Using the right music and visual cues tells

the user, "I am one of you." It bypasses the need for a hard sell because the user is already sold on the lifestyle the book represents.

Values-Based Messaging

In your newsletter and website copy, speak to the reader's values. If your book is about underdog triumph, use language that champions resilience and fairness. If your book is about scientific wonder, use language that evokes curiosity and awe. This attracts readers who resonate with those frequencies. It repels those who don't, which is good—it saves you from negative reviews from mismatched readers.

Reader Personas (Avatars)

Creating a detailed "Reader Persona" helps crystallise this strategy. Give your ideal reader a name. "Eco-Warrior Emily" cares about the planet, shops at farmers markets, reads literary fiction, and values empathy. When you write a social media post, you aren't writing to "the internet"; you are writing to Emily. This focus sharpens your voice. It makes your marketing feel personal and intimate because it is addressing the specific psychological needs of your ideal fan.

Conclusion

People buy books to satisfy emotional needs. By targeting the *why* instead of the *who*, authors can find their true tribe—readers who will connect with the work on a soul level, regardless of their age or zip code.

Call to Action

To build a sophisticated marketing strategy that targets the hearts and minds of your readers, contact our analytics team.

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