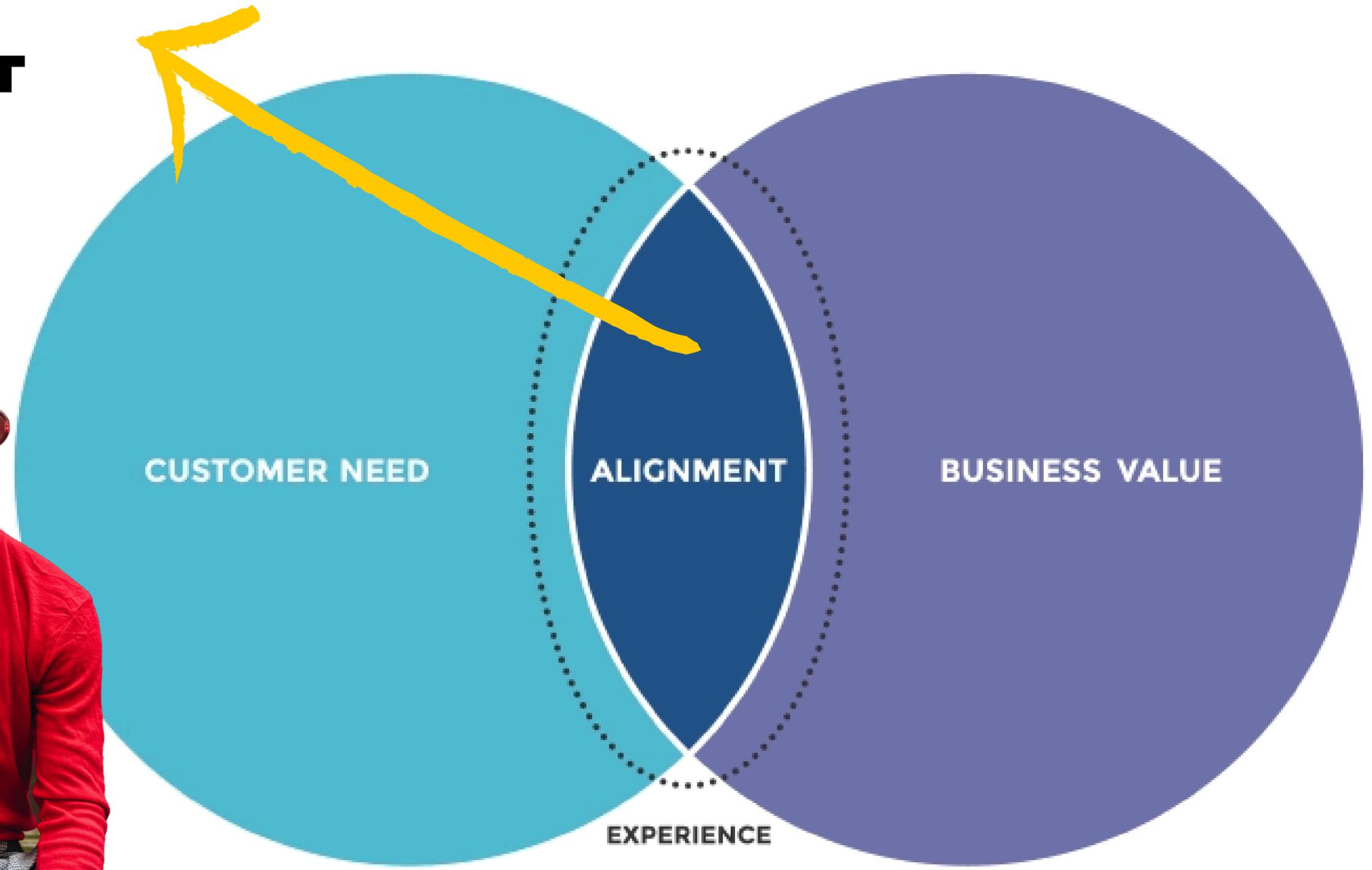




02.

IDENTIFYING THE RIGHT AUDIENCE

SUCCESSFUL BUSINESSES TARGET THOSE WHO ARE MOST LIKELY TO BUY



SUCCESSFULLY TARGETTING THOSE WHO ARE MOST LIKELY TO BUY

Business needs



Customer needs



Content

- Differentiate my brand from my competitors
- Mobilise the customer to take XX action

- Answer an unfulfilled need
- or*
- Answer an under-fulfilled need (provide a superior experience)

Priority content

Messaging

- Play on my brand strengths
- Mobilise the customer
- Ensure consistency across channels

- Be relevant to my primary concerns (e.g. cost, efficacy, safety)

Priority message

DEFINING THE RIGHT TARGET AUDIENCE

MARKET SEGMENTATION...

Customer profiling helps you to understand your customers, who they are, what they look like and how to engage with them more effectively.

It allows us to segment our market into groups that we can target more effectively. Customer profiles are also known as “target customers”, “customer personas” or “avatars”.

GEOGRAPHIC

Target customers based on a predefined geographic boundary. Differences in interest, values and preferences vary dramatically throughout cities, states, regions and countries.

DEMOGRAPHIC

The process of dividing a market through variables such as age, gender, education level, family size, occupation, income and more. This is one of the most widely used strategies amongst marketers

PSYCHOGRAPHIC

Focus on the intrinsic traits the target customer has. Psychographic traits can range from values, personalities, interests, attitudes, conscious and subconscious motivators, lifestyles and opinions

BEHAVIOURAL

Break down the way customers go through their decision making and buying processes. Attitudes towards the brand, the way they use it, and their knowledge base are all behavioural examples.

CUSTOMER PROFILE EXAMPLE...



Demographics:

Age: 32 years
Gender: female
Marital Status: Married
(2 young kids)
Location: Austin

Occupation:

Housewife

Annual Income:

\$0 (high earning husband)

Education:

College

Pamela Power Shopper

Behavior:

Pamela...

- Buys heavily online
- Expert level shopper
- Great spending power
- Buys for her family daily needs as well
- Frequently buys gifts for friends and family

Goals:

Pamela wants...

- Frequent product inspirations
- Great recommendations
- New, popular and trending things
- Event based reminders about products

Objections to the sale:

- Not her taste

Channel:

- Mostly online, in-store purchases are very rare

Pain Points:

Pamela's pain points are...

- No inspirations for buying and trying out new things
- High delivery charges and taxes

Motivations:

Pamela is motivated by...

- High personalization
- Quick shopping features and fast transactions
- Good gifting product suggestions
- Great savings on product bundles

Devices:

- Mobile, tablet and laptop but mostly mobile

Key Strategies:

- Create a loyalty program for such frequent buyers.
- Analyze her purchase history and other data points to recommend products for her next purchase.
- Encourage her to try out new products showing high value in new products.

TASK:
COMPLETE THE
TEMPLATE
PROVIDED TO
BUILD A DETAILED
CUSTOMER
PROFILE OF
THOSE MOST
LIKELY TO BUY
YOUR PRODUCTS
AND SERVICES.

Goals:	Pain Points:	
Age: Gender: Marital Status: Location:		Motivations:
Education: Occupation: Annual Income:		Channel:
Behavior:		Devices:
	Name:	Key Strategies:

IDENTIFYING THE RIGHT AUDIENCE

Step 1: Identify the needs and problems of your target audience

Think about what problems your target customer suffers from in their day-to-day life, and how your product solves those issues for them.

Step 2: Profile existing customers

Even if you only have a couple of customers right now, it's worth speaking to them and finding out what they have in common. Alternatively, speak to/analyse potential customers to identify common traits.

Step 3: Check out the competition

Scrolling through business websites, checking out social media feeds, and even using online social listening tools can help with your target audience profile. You should also be looking for ways to fill the gaps that they've missed with their marketing campaigns.

Step 4: Start to build a community

If you really want to connect with a profitable market segment, then you also need to immerse yourself in the environment you're working in. Consider hosting events that will allow you to interact with your preferred clients, and familiarise yourself with the way that they speak and act.

SESSION NOTES

IDENTIFYING THE RIGHT AUDIENCE ADDITIONAL LEARNING...



LOOK UP/RESEARCH:

- CUSTOMER PROFILE EXAMPLES;
- WHO YOUR CURRENT CUSTOMER ARE;
- HOW YOUR PRODUCTS/SERVICES ALIGN WITH THOSE MOST LIKELY TO BUY.