IDEAL CUSTOMERS

WHO ARE THEY?

www.signalbizhub.org

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Ideal Customers, Who Are They?
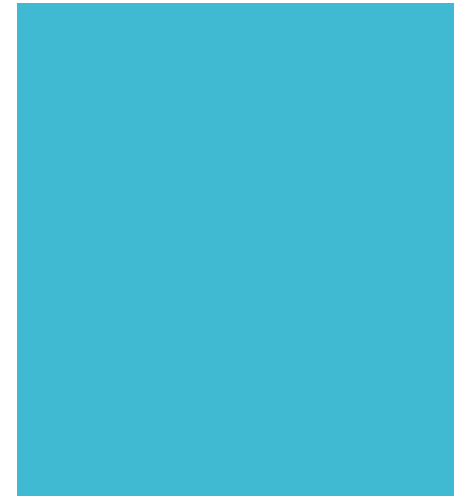
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Hello & Welcome!

STАRТ

Lets Start!

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Ideal Customers, Who Are They?

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Base Principles - The 3 Ms

Market → **Message** → **Media**

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Ideal Customers, Who Are They?

Base Principles - The 3 Ms

Market ➡ **Message** ➡ **Media**

Individuals or businesses who require goods or services that you offer and have your **"Ideal Customer"** attributes or profile.

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Ideal Customers, Who Are They?

Base Principles - The 3 Ms

Market ➡ **Message** ➡ **Media**

Content helping individuals or businesses

understand the value you provide

encouraging them to enquire or buy.

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Ideal Customers, Who Are They?

Base Principles - The 3 Ms

Market ➡ Message ➡ **Media**

The channel(s) most useful for conveying your "Message" and reach the biggest number of ideal customers in your market.

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Ideal Customers, Who Are They?

Base Principles - The 3 Ms

Market ➡ **Message** ➡ **Media**

ALWAYS start your <u>market</u>ing by identifying your MARKET.

- Who do you want to 'talk' to?

- Who's most likely to buy?

- Who's your ideal customer?

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Ideal Customers, Who Are They?

Discover Ideal Customers

Ideal Customer

Also known as...

✓ Avatar

✓ Buyer persona

✓ Prospect profile

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Ideal Customers, Who Are They?

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Discover Ideal Customers

Useful Business Terms

- ✓ **Marketplace** - everyone your business could potentially sell to.

- ✓ **Leads** - currently looking to buy; may know of your business.

- ✓ **Prospects** - know your business and has shown some interest.

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Ideal Customer

✓ Constructed profile of your ideal customer.

✓ Based on as much real data as you can find.

✓ Plus, educated speculation about customer demographics, behaviour patterns, motivations, and goals.

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Why Create an "Ideal Customer"?

- ✓ Help you understand your prospects better

- ✓ Makes it easier to tailor marketing content

- ✓ Know how is likely to buy, when and why

- ✓ Allows you to identify sales opportunities

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How to Create Ideal Customers?

- ✓ Ask current customers
- ✓ Review testimonials & feedback 😍 & 😡
- ✓ Look at in-house data
- ✓ Buy 3rd party data
- ✓ Conduct research
- ✓ Previous experience

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Market Research

1) Find Out More About Your Marketplace

- ✓ Surveys & Interviews
- ✓ Focus Groups
- ✓ Observation & Data
- ✓ Tests & Trials
- ✓ Google Trends - trends.google.com
- ✓ Amazon top ten books/products
- ✓ Your most visited web pages

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Ideal Customers, Who Are They?

Market Research

2) Your Market, Customer, Product

- ✓ What is the size of your market?

- ✓ Who are currently trying to sell to?

- ✓ Who are you ACTUALLY selling too?

- ✓ Is this your 'Ideal Customer'?

- ✓ Are you only selling what you want to sell?

- ✓ Are you selling what the market wants?

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Ideal Customers, Who Are They?

Market Research

3) Timing and Competitors

✓ Specific events that trigger buyers need?

✓ Specific time/place buyer will buy?

✓ Time scale between enquiry & purchase?

✓ Any other buying 'parameters'?

✓ Other alternatives in the market place?

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Ideal Customers, Who Are They?

Discover Ideal Customers

04) Ideal Customer Profile
Background & Demographics

- ✓ **Name & Gender**
- ✓ **Age Range**
- ✓ **Education Level**
- ✓ **Location – local, regional, global**
- ✓ **Income or Budget**

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Discover Ideal Customers

05) Ideal Customer Profile
Roles & Responsibilities

- ✓ Job or Industry
- ✓ Job titles commonly held
- ✓ Preferred methods of communication
- ✓ Tools used to do their job
- ✓ Job responsibilities & success measured by
- ✓ Reports to …
- ✓ Important Goals (short and long term)

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Ideal Customers, Who Are They?

Discover Ideal Customers

06) Ideal Customer Profile
Current Challenges

- ✓ **Current life challenges**
- ✓ **Current work challenges**
- ✓ **Major roadblocks preventing goals**
- ✓ **Biggest challenges reaching goals**
- ✓ **Biggest help reaching goals**

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Discover Ideal Customers

07) Ideal Customer Profile
Where is Their Time Spent

- ✓ Magazines, Books or other Media 'consumed'
- ✓ Websites, social media or forums visited
- ✓ Offline activities, groups or places visited
- ✓ What time is spent enjoying these activities?
- ✓ What stops them enjoying these activities?

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o8) Ideal Customer Profile
Common Objections

✓ What might prevent them saying "yes"?

✓ Is it easy for them to say no?

✓ Why would they delay buying?

✓ Why would they delay responding?

✓ Issues preventing them acting on messages?

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09) Ideal Customer Profile
Contra-Indicators

✓ Negative Persona Traits

✓ Deal Breakers

✓ Questions to rule someone out?

✓ Other 'red lights' or 'red flags'?

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10) Ideal Customer Profile
Other Considerations

✓ You may have more than ONE ideal customer

✓ Can you sell an alternative product/ service?

✓ Do you have a premium version?

✓ Do you have an upsell?

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11) Final Thought...

✓ **Do you need other ideal customer profiles?**

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Louise

Gareth

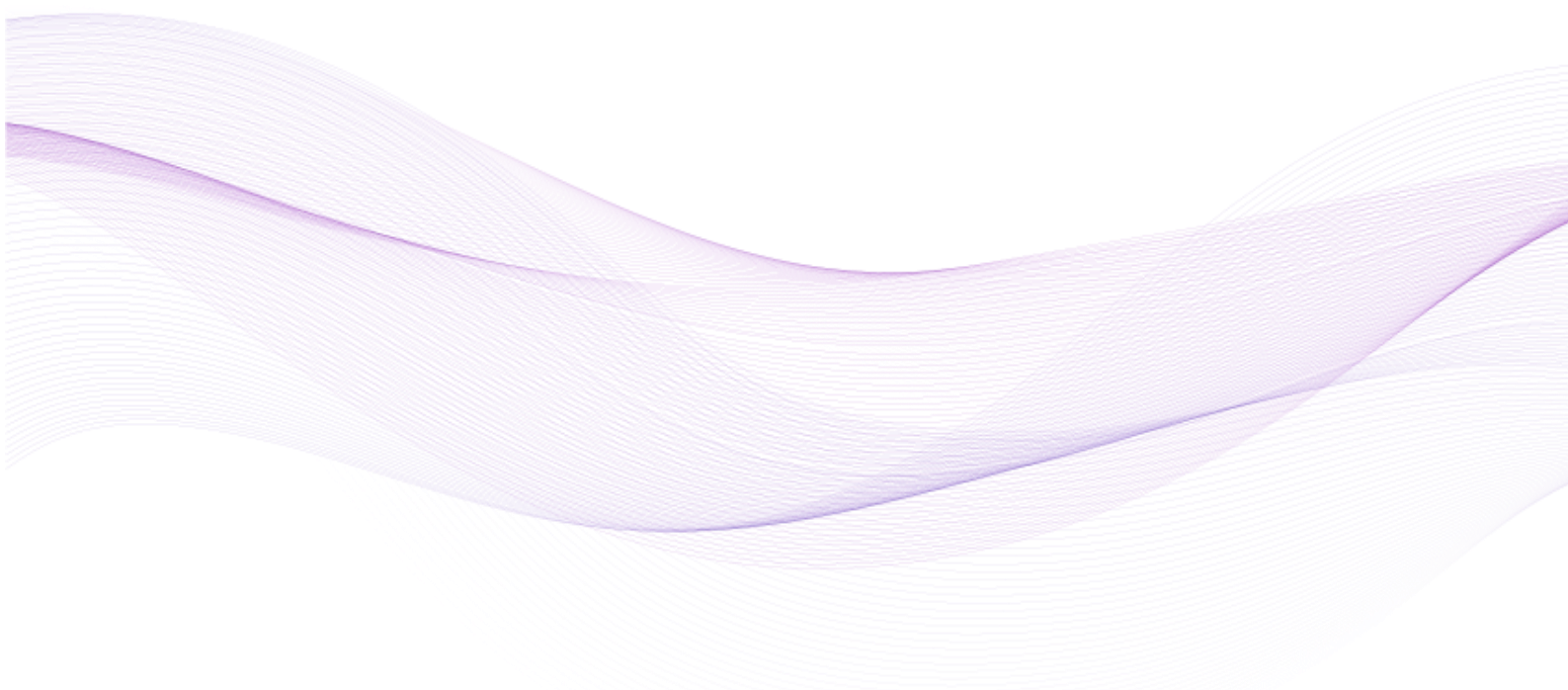Claire

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See The Team at the Back!

SiGNAL BizHUB - March 13th 2020

Ideal Customers, Who Are They?

Overview

To build a sustainable pipeline of suitable prospects your marketing must attract the best or most "ideal" prospects to turn into customers. If your marketing isn't specifically targeting your "ideal customers" you may end up having a lot of wasted sales conversations with unsuitable leads.

Therefore your marketing should "speak" to the most suitable people in the market who want your goods, or services. Thus we need to build a buyer persona or "ideal customer" profile. You can then refer to this when producing marketing materials and ensure your messages and sales pitches are all crafted to appeal to your "ideal customer".

The following workbook is filled with questions that will help you identify your "ideal customer" as well as some ideas on how to research your market place and build a better pipeline of prospects to have sales conversations with.

Useful Business Terms

- Marketplace - everyone your business could potentially sell to.

- Leads - currently looking to buy; may know of your business.

- Prospects - know your business and has shown some interest.

If you have any questions don't forget to raise them at Mastermind, you can book upcoming events at SiGNAL and BiZHUB here:

https://www.signalbordon.org/events-training

We look forward to seeing you at our next event.

Market Research

1) Find Out More About Your Marketplace

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- Focus Groups
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Notes

Market Research

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Notes

Market Research

03) Timing and Competitors

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- Time scale between enquiry & purchase?
- Any other buying 'parameters'?
- Other alternatives in the market place?

Notes

Ideal Customer Profile

04) Ideal Customer Profile - Background & Demographics

- Name & Gender
- Age Range
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- Location – local, regional, global
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05) Ideal Customer Profile - Roles & Responsibilities

- Job or Industry
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06) Ideal Customer Profile - Current Challenges

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08) Ideal Customer Profile - Common Objections

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09) Ideal Customer Profile - Contra-Indicators

- Negative Persona Traits
- Deal Breakers
- Questions to rule someone out?
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10) Ideal Customer Profile - Other Considerations

- You may have more than ONE ideal customer
- Can you sell an alternative product/ service?
- Do you have a premium version?
- Do you have an upsell?

Notes

11) Do you need other ideal customer profiles?

Conclusion

You have to consider a lot of facets when thinking about your ideal customer profile and we hope this session and workbook has given you some useful guidance on what to think about when creating your "buyer persona".

Of course you may have other considerations and that is fine, just make sure you know who you are looking for to start having a useful sales conversation with and what their needs are BEFORE you start marketing your business.

Remember...

- Market
- Message
- Media

Always in that order!

If you have any questions about this topic bring them to our Mini Mastermind on the 4th Week of every month.

To Book Click Here - https://www.signalbordon.org/events-training