



**Do you really
know your
customers?**

MKTHOUSE



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It's very likely that when you read that title you immediately replied with a resounding...YES!!! Then, here's my next question: what are they doing this weekend? Here's another: what was their New Year's resolution? How about pet peeves? Personal fears? Maybe you're feeling less confident in your yes now. I'm here to break it to you, it's more likely that you truly don't know your customers. Now before you tell me to get lost, let me make a quick definition of what I mean.

It's one thing to have a general idea of who your customer is, but it is totally different to know their demographic, psychographics, goals, problems, challenges, how they shop, where they shop, where they hangout, etc. The more you know about your customer, the more you can tailor your marketing and your messaging to suit your ideal customers, giving you an upper hand on your competition.

Through this ebook, you will gain practical knowledge on buyer personas, and an entry level exercise you can use today to discover more about your customers. By the end of this, you will know your customers better, and how you can serve them more effectively.

Are you ready to dive right in? Let's go!!

The importance of buyer personas

Buyer personas, in a nutshell, are a perceived idea of who your customers/buyers are based on information gathered about them. Gathering that information is so much easier in today's world, but most of the time you are basing these personas either on hunches (if you are just starting out) or actual conversations with customers over the years.



What does knowing this information do for you?

Knowing the details of who your buyers are does 4 key things:

01

TAILOR YOUR CONTENT

Helps you customize your content as if you were speaking to them. Knowing their pain points and what keeps them up at night helps you speak to them in an empathetic way.

02

HELP THEM CONNECT

Gives you everything to create a great narrative or tell a great story where they can connect with you and your product.

03

SAVE YOUR MONEY

Protects you from wasting marketing dollars. By detailing your buyer persona, you now have the opportunity to go right for where they are both physically, mentally and emotionally.

04

FIND BETTER LEADS

Last but certainly not least, it fills your funnel with more qualified leads giving your sales team a greater close rate.

I think I have proved my point. Knowing your customers and truly KNOWING your customers are two different things. Hopefully by now you are nodding your head thinking that this all sounds great, but how do you even begin gathering this information?

No worries! We've got you covered. Let's take a look at some practical steps you can take starting now in order to gain the information you need to formulate your own buyer personas.



Formulating your own buyer personas

When you sit down to put together your buyer personas, they should break down into six key categories: personal, professional, values/fears, goals and challenges, where they are, and negative information. We will spend some time breaking down what is in each of these categories, but first...

It should be noted that you may not know all this information because you are just starting out or you haven't really spent a lot of time with your customers. Either way, you can still make some strong educated guesses. After you complete this exercise, come back to it in six months to see where your intuition was right and where you need to make adjustments.

More than likely you will still want to make adjustments to these personas. You may also find that you have several personas that fit into your client base. That's okay and probably should happen. It's not a problem to only have one or two personas and there is nothing wrong with having ten or more personas.

For instance, some businesses really only deal with one or two types of people. It's very straightforward. While others could have several types of people they will serve. It really depends on the industry and the products or services that you offer.

However, just note that the more personas you have doesn't mean you should be marketing to them all at once. So, where do you focus your marketing first? While it is still great to know your customer breakdown that well, you will certainly have the larger percentage of your clients fitting into three or four personas. That is who you market to first and foremost and the others can be marketed to occasionally.

Okay, let's break down these categories shall we?



Personal information

Let's get to know your customer by starting with some general information about them. Here is where you will detail out their age, gender, marital status, children, location, income, education, etc. You can go as far as is relevant to your industry or your customer base. This is a great place to start because most of that information is the starting point when it comes to advertising on social media. When you begin building your audience on Facebook to run your ads, you are asked some of these basic questions. By narrowing it down to specifically your target audience, you have a higher chance of reaching those specific demographics.



Professional information

After detailing out some general information on your audience, try niching down into some professional information. This might be a challenge and you will most likely be making an assumption on these, but that's why it is important to always tweak these personas as you gather more information. Things to consider here are: job title/role, career path, company/industry, company size, and special skills.

You can probably ask some of these questions to dive even further:

- ✓ What does a typical day look like for them?
- ✓ What tools do they usually use? (software, hardware, machinery, etc.)
- ✓ Who is their boss? Who do they report to if anyone?
- ✓ Do they manage others?
- ✓ How do they measure their success? Or how do others measure their success (a boss or supervisor)?

By taking a look into who they are professionally, it will help you understand where they are coming from, so you can speak to pain points. This will lead to a more empathetic view on the person you are trying to reach.

Values and Fears

In order for you to know if your product or service can solve the client's problem, you must know what they value and even fear. By thinking through these few questions, you can better communicate the core value of your product or services in order to speak directly to what their values and fears. This allows you to serve them better. Some questions to consider are:

- ✓ What do they value in both their personal and professional life?
- ✓ What is important to them when considering a product like yours?
- ✓ What objections might they have?
- ✓ What drives their decision making process?

At Market House, when we help our clients put together buyer personas, we usually find that it's easiest for them to think about their clients values/fears. Mostly because this is what they hear the most from their clients. There may be more questions you would like to add here in order to dive deeper depending on your specific industry. Take your time here because this really gets to the heart of your client.





Goals and Challenges

Besides understanding your client's values and fears, knowing their goals and the challenges they are facing might be the most important section of this whole exercise. You may get to the end of this section and have to rethink some of your products and services to make sure you are actually serving your clients in the way they need you to.

Here are some questions to get you started:

- ✓ What are their personal/career goals?
- ✓ How do they prioritize those goals?
- ✓ What challenges impact achieving these goals?
- ✓ How could you help?
- ✓ What questions do they ask when seeking solutions to the challenges?

If you find that after this section you need to stop and think about your services and products a bit more, that is okay. That is why you are doing this exercise. It allows you to say out loud what your customers might be feeling in order to make sure you are giving them the best product/service possible. It's okay to take your time.

Where they are

So now that you have gotten through the personal and professional information, you better understand what they value or fear, and you know what their goals and challenges are, it's time to understand where you can find them.

What do I mean here? You want to get in their heads and know where they hang out digitally, physically, how they communicate, what sorts of media they are consuming, etc. If you don't know where they are, then how do you reach them? If you don't know how they are getting information or how they communicate, then how do you reach them?



Here are some questions to think through:

- How do they get information?
- How do they communicate with others?
- What media do they consume?
- Do they belong to any associations?
- What social media do they use?
- Do they attend events or conferences? Which ones?
- Where do they spend their days?
- Do they have relevant hobbies or interests?

If you know this information you can spend your marketing dollars in the right places. This ensures that the right message gets delivered to the right person at the right time and in the right space.



Negative Information

At Market House, we always wrap up our session by asking what we call “negative information.” When we ask this question, we want to make sure we are putting together personas or reaching people the client doesn’t want. So you want to think through some of the following questions:

- Are there customers you don't want?
 - Too difficult?
 - Too expensive to support?
 - Not enough of a budget?
 - Wrong industry?

It's important that you know who you don't want so you aren't wasting your time or your hard earned marketing dollars. We have heard so many business owners tell us how frustrating it is to get a lead only to discover that it's just not a good fit for them to be working together. Don't waste your time and don't waste other people's time.



You made it!

Now that you have made it through these core sections you can assign names to these personas, find an image for them, and print it out. Put them on your wall, give them to your marketing and sales team, give them to your customer support team, have your employees familiarize themselves with your newly identified customers.

By having a picture of who your clients are, you can now shape your marketing around them. Speak to their pain points. Go right for where they are. It also gives your employees someone to visualize as they speak to the person either via email or via phone.

Need a Website?

If you need help getting your website built or want to freshen up your current site, contact us here at Market House! Be sure to check out our work!

website: mkt.house

email: info@mkt.house

phone: 770.904.9459

portfolio: mkt.house/website-design

If you read this ebook and found it helpful, but still have questions, we can help. We'll walk you through the whole process, and in just a few hours, you'll be ready to create a solid marketing plan and message around your ideal customer, saving you time and money. If you're ready for the next step, please visit our website to contact us. We want to help you and your business to thrive for many years to come.

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