

1. IDENTIFY YOUR CUSTOMER

The first thing we need to look at when deciding how to market your product or service is to look at who you want to target. A statement I hear a lot is “I want to market to everyone!”

Although that might seem like a logical thing to do, the truth is this: The more narrowly you can describe your target customer, the more likely you will help them realize that you have a product designed specifically for their needs alone. Think of it as fishing. You’ll want to choose first what type of fish you want to catch in order to select the right bait and the correct pond.

As the saying goes, “when you market to everyone, you market to no one.”

Marketing is very similar. You may have heard the saying that 80% of sales will come from 20% of your customers. So looking at your most profitable customers is the way to determine the characteristics that will make up your best customer—the one who will provide the most sales, be easiest to work with and refer you to others. Makes sense, right?

So step #1 in our mini course is to put together a detailed description of who you want to sell to—our target customer persona.

Identifying your persona sounds like an easy step. But very few actually take the time to write it down. And doing that is key.

I know I was guilty of not doing this either. But when I finally did it, my marketing got stronger. I posted my target customer's persona profile on the wall above my desk, where I could see it when I wrote a blog post or shared something on social media, I was able to focus on exactly who I was talking to. Developing my persona allowed me to talk to my audience like a friend sitting in the room with me. It will also enable others in your company to be clear about who your customer is, so you know that person inside and out.

So don't be tempted to skip this step! If you're not talking to the right customer, it will throw off your entire plan. Use the buyer persona worksheet below to help you decide who your best customer is, then fill in the diagram and post it where you can see it when you're working on any marketing related activity.

Remember, you may have customers with lots of different attributes. What you want to identify is your BEST customer--the one who will provide the most sales, be easiest to work with and refer others your business.

The more details you can identify about this customer, the clearer you will be with all of your marketing.

TIPS: BUYER PERSONAS

Before you start, here are a few tips for working through these exercises:

1

IF YOU HAVE EXISTING CUSTOMERS

The easiest way to answer these questions is to think about your best and most profitable customers as you answer them. If you're not sure how they would answer, ask them!

2

IF YOU ARE STARTING OUT AND DON'T HAVE CUSTOMERS

1. Examine your competition's website

Although your business is likely to have a unique quality that your competition doesn't, finding information about a business with a similar product can help you gain a few insights. [Quantcast](#) is a great, free resource to peek at who is visiting your competitors' websites, by just typing in their URL. It can give you demographic information about business and general information about their visitors, which should be similar to yours.

2. Peek behind the curtain of your competition's Facebook page

Although you can't access another page's analytics, you can find out a few things about the people who follow your competitors.

In the Facebook Ads Manager, look at [Audience Insights](#), put your competitor's website in the "Connections" box or put a related topic into the "Interests" box. And if you later decide to run a Facebook ad, you can also advertise to your competitors' fans. (Sneaky, but valuable.)

Another way to do this is through Facebook's graph search (that search bar on top of your Facebook personal page). You can search your competitor's pages for with searches like these:

- "Pages like by people who like [page name]"
- "Groups joined by people who like [page name]"
- "Pages liked by people over the age of __ who like [page name]"
- "Pages liked by people under the age of __ who live in [city name]"
- "Books liked by people who like [page name]"

Anything you can learn about your potential target market will be valuable to you.

4. Examine your area demographics

If you're a local business, use a site such as [zipskinny](http://zipskinny.com) to search by zip code. They will show education, marital status, income and more demographics of any US zip code using US census data.

3

IF YOU HAVE SEVERAL PRODUCTS OR CUSTOMER GROUPS

then focus on just one as you answer these questions. You can do different versions of the worksheet for each of your products or customers.

WORKSHEET: WHO IS YOUR BEST CUSTOMER

Describe your best, existing customers. What do they have in common?

Who asks for your advice? What do these people have in common with each other?

Where do your best target customer get their information about products or services?(such as friends, websites, stores, etc.)

What social media site do they use most often? How active are they on this site?

What pages do they follow on Facebook* ?

How do they prefer to consume their information (such as videos, ebooks, podcasts, etc.)?

If they are in groups on Facebook* or LinkedIn, what groups are they in?

If they're on Twitter, Pinterest or Instagram, who do they follow?

What are the most important factors in their purchase decision (such as price, availability, ease of use, reviews, etc)?

** You can use the Facebook Graph Search Tool to answer these questions*

Do they prefer to purchase online or in store?

Is your customer price sensitive?

What publications do they like to read?

What bloggers do they read?

Details about your target customer (whether you know your target market or not, you can get some detailed information from your [Facebook Audience Insights](#):

Gender:

Age:

Income level:

Job Title (if B2B):

Other relevant demographic data:

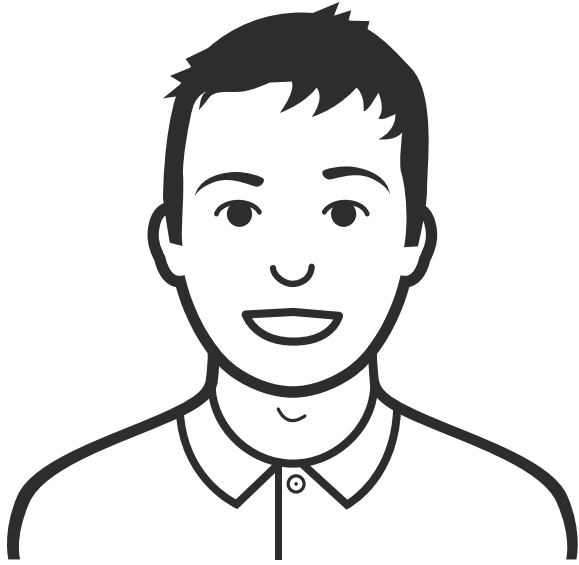


Illustration: Lil Squid Design

YOUR BEST CUSTOMER PERSONA

Gender:

Age:

Income range:

Favorite social media site(s):

Summary of what you know about them (from worksheet):