

# WHO IS YOUR CUSTOMER?

Identifying your audience is key to the way you market your business.

Understanding your audience is one of the most important factors in the way you market your products or services. It's the key to addressing customers' interests and needs, helping them discover more about your offerings and nurturing relationships through the buyer's journey. But how do you connect with them?

These questions and tactics can help you learn more and think deeper about who is engaging with your company's products and services.

1. List what you already know about your audience's characteristics.
  - o Include the following demographics:
    - Age:
    - Location:
    - Gender:
    - Cultural backgrounds:
    - Interests and values:
2. What are their interests, needs and pain points? How do they decide to purchase a product or service?
3. Audience personas can help you differentiate your messages to audience members of all groups. Describe your personas here.

In addition to demographics, create details about members of your audience.

For example:

This persona's name is \_\_\_\_\_, they sell into the \_\_\_\_\_ market, their main pain point is \_\_\_\_\_.

## Let's deepen your understanding of your customer. Ask yourself:

1. What do customers like most about your products or services?
2. Do you currently use a data analytics platform or are you considering adopting one? This will help refine your audience and work closer to your measurable goals.
3. If you have access to data analytics, list recent trends here. What do they reveal about your audience? What changes can you make based on this information?
4. Segment. Segment. Segment. This will help you personalize your communications with your customers. To start, decide: What type of customers are they? Current or potential?
  - Have they ever done business with our company?
  - When was the last time they made a purchase?
  - How much do they purchase per year?
  - Do they do business with our competitors?
5. How do they like receiving news and information? Some customers prefer to get news via podcasts, others may prefer to research information via Googling. This information may help determine the type of platform you choose to share your product or service with.

6. What does their journey look like when they purchase your solution?

- The potential customer **discovered** our company because they saw \_\_\_\_\_ (ad, social media post, email link, etc.)
- The potential customer **engaged** with our company because they were interested in \_\_\_\_\_ (solution, service)
- The potential customer **did/did not** purchase the solution or service. Their behavior on my website showed \_\_\_\_\_.
- The potential customer **did/did not** subscribe to our newsletter.
- The potential customer **did/did not** leave a review on our solution/service. If they left a review, customers liked/disliked \_\_\_\_\_ most about our solutions.

7. Consider your competition. How does their audience interact with their content? What can you do differently?

8. What are the actions you want your audience to take after engaging with your content?

Remember to experiment with different types of content on your marketing platforms such as blogs, white papers, social media, videos and more.

Learn more about how Ingram Micro can help you market your business on Xvantage™.