

## **Customer | Who Do You Need To Move To Make Your Business Model Work?**

You've created an idea for a product or service that you're sure will be a hit. Now, here's the next important question: who's your customer?

By identifying and understanding your customers, you can assess their needs and determine whether your product or service will meet those needs (and, if applicable, how your product or service is better than the competition).

Research will help you determine the customer group most likely to purchase your product or service. This is your target market. Your target market may be businesses or consumers. By identifying your target market, its demographics and its buying and spending habits, you can more effectively focus your marketing and advertising efforts and ensure you're reaching the right people.

# **Customer Problem/Need | What Are The Specific Problems**

## **Your Customer Faces?**

Identifying customer problems/needs is mission-critical for businesses looking to create a product that truly speaks to their customers' problems. Not to mention, the easiest way to position your business smartly in the market is to unite the parts of your product/service behind the specific needs of your customers.

## **What Are Customer Needs?**

Customer needs are the named and unnamed needs your customer has when they come in contact with your business, your competitors, or when they search for the solutions you provide.

To identify the needs of your customers, solicit feedback from your customers at every step of your process. You can identify customer needs in a number of ways, for example, by conducting focus groups, listening to your customers or social media, or doing keyword research.

# Identifying Customer Problem/Need I

However, identifying the needs of your customers is easier said than done. In our experience, there are a couple easy ways to gain insight into what your customers need from you.

## Methods to Identify Customer Needs:

- Focus Groups
- Social Listening
- Keyword Research
- Surveys

# **Customer Profile |**

Creating a customer profile is a method of describing the individuals who comprise your target market and their needs. A customer profile can provide a clear picture of the type of person or business you are planning to serve. This information helps to drive your marketing strategy, promotional design, and sales process.

As you develop your customer profile (also called a persona), consider these factors:

# Customer Profile Factors |

1. **DEMOGRAPHICS & BACKGROUND** - Using the information you've compiled through your surveys and interviews, create a fictional character to represent the ideal customer(s) you have for your business. Then, fill in this person's background and demographics: gender, economic and education levels, work history, etc.
2. **COMMUNICATION** - What is this person using to communicate? How would they prefer to hear from you? Where could you find him or her online?
3. **GOALS** - What goals exist for this person? Knowing their goals will help you determine how your product or service can truly benefit them.

# Customer Profile Factors |

4. **DAILY CHALLENGES, OBJECTIONS, & FEARS** - What obstacles does this person face on a daily basis? How can your product or service address these burdens and help make daily challenges easier? Why should they buy your product or service? Given what you know about this buyer persona, what are the main selling points of your product or service? Based upon what you know about their daily obstacles and fears and the goals they have, what are the main selling points of your product or service for them?

6. **THE BUYER'S JOURNEY** - Where is this person at in their buyer's journey? The content and offers you share will need to align with whether they are just aware of your business, considering it, or deciding to purchase.

# Customer Persona Template | Complete

<b>PERSON'S NAME</b>	<b>BACKGROUND &amp; DEMOGRAPHICS</b> Age: Sex: Income: Hobbies & interests: Location: (B2B)  Education: Other: Size Employee or Revenue (B2B) Industry (B2B) DM (B2B)		
<b>COMMUNICATION</b> What associations/social networks are they involved in?  What publications or blogs do they read?	<b>GOALS</b> Short-Term  Mid-Term  Long-Term	<b>COMMON OBJECTIONS</b>	<b>TYPICAL BUYER'S JOURNEY</b> What content can you provide to help more people discover your product or service?  What content can you provide to help them research products like yours?  What content can you provide to help them make their final decision to purchase?
<b>DAILY CHALLENGES</b>	<b>COMMON OBJECTIONS</b>	<b>BIGGEST FEARS</b>	
<b>CHANGE EXPECTATIONS</b> What change do they expect to see from buying your product or service?	<b>PURCHASE CRITERIA</b> What are the 3-5 most important factors when deciding if they should purchase your product or service?		