

# Knowing Your Customer

## An Internet Marketing Strategy Workbook

- courtesy of -



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## Knowing Your Customer

Defining your ideal customer is really simple, right?

If you're a roofer, your ideal customer is someone needing a roof.

If you're a painter, your ideal customer is someone wanting their house painted.

If you're a pool maintenance company, your customer is anyone with a pool.

**Well, all three of the above answers are wrong, and this workbook is going to show you why.**

It's time to dig a little bit deeper

Let's think of a few scenarios, here:

- **The Roofer**  
There are customers that need a roof because theirs is leaking. There are those that just went through a hailstorm. There are those that just bought a house and are going the "better safe than sorry" route as the result of an inspection.
- **The Painter**  
There's the guy that could do it himself, but doesn't have the time. There's the guy that DID do it himself, and is at odds with his homeowners association. There's the widow that can't do it herself, and needs your help.
- **The Pool Maintenance Company**  
You've got the folks that just got a pool (or bought a house with one) and are overwhelmed by what it takes to keep it blue. Then there's the folks that just don't want to screw with it themselves. Oh yeah, then there is the guy that thinks he know what he's doing but always ends up calling when the pool is green.

In every single one of those scenarios, the client had a specific need, and had a specific motivation.

If you want to be top-of-mind to your ideal clients, you need to tap into what motivates your customers. You need to be there with the answer when they are asking questions.

***But you can't do that without knowing the questions they are asking.***

That's the reason for this workbook. To help you better understand your customer.

In inbound marketing, what you're about to create is called a buyer persona. At digital marketer they call it a customer avatar. We'll refer to it as both throughout this workbook. Whichever you prefer to call it, it's absolutely essential.

## Why is this so essential?

This process will create a profile of your ideal customer. A very specific profile that you will start to reference every time you need to develop a campaign, offer, piece of content or e-mail campaign.

Think of it as “mind-hacking” – Don’t you think it would be a lot easier to sell something to your potential client if you knew exactly what motivated them? What their pain points were? What their pricing expectations were? What their decision-making process looked like?

The answer is yes. And this exercise will clue you in on all of this and more.

With a completed persona, you will be able to know:

- What content is your ideal customer looking for?
- What problems are they facing that you can help them solve?
- What factor(s) influence their buying decision?
- Where do they go for information when they are looking for it?
- What language, wording and communication methods do they use?

Even if you primarily sell to businesses, you need to have a profile of the decision maker. There really is no way to develop an effective marketing campaign other than focusing on your customer.

## Want to see an example?

At MosierData, we have developed a few customer avatars that we use internally, but by far, our most prominent one is that of a small business owner that is great at his trade, but not so good at marketing his business online. He wants to understand everything, but he is looking for a solution where he can rely on someone (us) to manage his digital efforts in a completely transparent and educational manner.

His name is Stanley, and you’re about to meet him.

## Introducing Small Business Owner Stanley

### Basic Demographics

<b>Age:</b>	Mid 40's	<b>Education:</b>	Bachelor's Degree
<b>Gender:</b>	Male	<b>Hobbies:</b>	Playing Golf
<b>Marital Status:</b>	Married	<b>Location:</b>	Lakeland/Tampa, FL
<b>Children:</b>	1 or 2, 4-12 years old		



### Job & Career

Owns a local home services company with revenues of \$500K - \$5MM. He started as a solo practitioner and now has 3 to 10 employees. He delegates most of the field work but is still actively involved in day to day operations. Wife either works in the business also or has a professional career.

### A Day In His/Her Life

Owns a smartphone and drives a higher-end sedan. Checks email several times per day. Does research in the evening from home. Meets with customers, watches "the numbers" financially. Either handles his website himself or delegates to his office manager.

### The struggle / Pain Point

He doesn't know how to measure if his website is working or how to set expectations. He sees his competition doing better on Google for a given keyword and assumes that means they are "beating" him. He's tried online advertising and has only managed to spend a fair amount of money with no measurable results.

### Goals & Values

He wants to increase their customer base. He values relationships so he's looking for a personal connection with the firm he chooses. He wants to clearly understand the web firm's "plan" for his digital marketing.

### Sources of Information

He uses Facebook daily and LinkedIn a few times a week. He likes to educate himself by searching Google or Bing about different topics he reads about in Inc, Fast Company and industry trade magazines.

### Ideal Outcome/Experience

He wants the confidence that the company he chooses understands his goals for his site. He needs to be impressed by the competency and professionalism of the company and their willingness to be transparent about what it is they are doing for him.

### Objections

He's been "burned" before by promises of a previous company. He obviously is very concerned about budget because he doesn't know how to clearly measure results.

## How We Use Stanley's Avatar

As you can see, we have a very clear picture of Stanley. Using this information, we know where he spends his time online, what sources he uses to look up information and when he is usually doing his research.

We also know what "motivates" him. We know that if we manage to get close enough to him to have a conversation, we need to be completely transparent about our services and earn his trust.

In fact, the avatar becomes useful in a lot of ways. For example:

- **Developing Content**  
When we write a blog post, create a video or put together a new advertising campaign, we reference our persona so that we can answer the questions Stanley is asking.
- **Using Paid Advertising**  
Since we know where Stanley goes for information, we know where to best spend our advertising dollars. We also have a clear idea how to target Stanley online based on his demographics, interests and behaviors.
- **Product Development**  
Stanley is behind the creation of AreaEcho, our local branding tool. Stanley was looking for a low cost, fixed price alternative to Pay-Per-Click advertising. So we developed one.
- **Campaign & Offer Creation**  
Knowing Stanley's pain points, we can develop compelling offers that will solve a problem or address one of his pain points. This builds the trust that we need to turn Stanley into a customer.

How will you use your customer avatar? The possibilities are endless.

## Creating your customer avatar

The first thing you're going to want to keep in mind as you work on your buyer persona is that it will further develop over time. You will go back and make tweaks as you get to know your target customers better.

Speaking of getting to know your customers, it wouldn't hurt to reach out to some of your past customers and ask them some of these questions. You might find that there are things that they all have in common that you didn't even realize at the time.

However you decide to gather the information for filling out this worksheet, **the most important thing is to do it. Get it done.** If you don't know the answer to a specific question or section, use your best guess. You can always go back and change it later.

Let's get started.

### Demographic Information

Demographic information makes your avatar more personable. It's a lot easier to relate to them when you have a preconception of how old they are, what their family life looks like and their education level. Demographics also come in handy when you are trying to target your customer on platforms like Facebook.

Age: \_\_\_\_\_ Gender: \_\_\_\_\_ Marital Status: \_\_\_\_\_

Kids: Y / N      If yes, how many and how old? \_\_\_\_\_

Education Level: \_\_\_\_\_ Hobbies: \_\_\_\_\_

### Job & Career

Here we want to get a complete picture of what our customer's work life looks like. Where do they work? How big is the company? What is their title and what are their job duties? How much money do they make? Get into as much detail as possible.

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### A Day In Their Life

Next we get into their routine. This helps us figure out where and when they are likely to be receptive to our marketing. What is the first thing they do when they get out of bed? What is their routine? Do they go to the gym? How Often? Do they drive the kids to/from school? What time? Where do they look for information? How and where do they spend their time (both online and offline)? Where do they eat their meals and who with? Again, let's get detailed with this.

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### The Struggle / Pain Point

Here we are going to go deeper into the "why" this customer needs your product or service. What is the reason they need it? What is going to happen if they don't buy? Did this need come about suddenly or develop over time? Come up with a complete scenario if you have to.

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### Goals & Values

What is your customer looking to accomplish? Why is it important to them? Is there anything that definitely would or wouldn't appeal to them from a marketing perspective?

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### Sources Of Information

This is where we get to the “where” with your customer. Not only does this give you an idea where to advertise or target your customer, it gives you insight into what draws their attention. Do they subscribe to any magazines? List them. Do they read books? List the titles/authors. If they listen to podcasts, which ones? Do they attend conferences & trade shows? List them.

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### Ideal Outcome / Experience

What does life look like for your customer after they use your product or you have performed the service. How is their life better? What reasons would they have to tell a friend? What was extraordinary about the experience that will leave an impression on them?

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### Objections

It's just as important to know the reasons your customer might say “no.” Although objections are generally fear based, there could be other reasons, too. Is time a limitation? Money? Lack of trust? Think about all the times in the past that a customer has said no. List all of the reasons here.

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## Conclusion

After completing this profile, you now have a clear picture of your ideal customer. You will use this as a foundation for all of your digital efforts.

You might be saying to yourself, “this is all too specific,” or “this won’t work for my business.” If that’s the case, I challenge you to do it anyway. Because no, it’s not – and yes, it will.

If you think it is too specific, you need to create more of them. For example, a plumber might have one persona for the housewife whose water heater just exploded. Another for the landlord whose tenant just clogged their sink pipes with rice. Yet another for the retiree that wants a water spigot installed next to his shed in the backyard.

All three of the above customers have different motivations, expectations and objectives. A one-size-fits-all approach might work, but it will be a lot more expensive and a lot less effective. By targeting specific people in specific situations, you have more control over your marketing. You can more carefully watch the costs and know very quickly if your message or offer isn’t a good match.

	<h3>About Your Author</h3> <p>Jim Mosier is the founder of MosierData, a digital agency located in Lakeland, Florida. He's a certified super nerd who obsesses over details and ranks coding in old, outdated languages just a bit too high on his list of fun things to do.</p> <p>Outside of work, Jim is a huge Tampa Bay Lightning fan, listens to more genres of music than most people realize exist and loves to ride his Harley (he calls it "two wheel therapy").</p>
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