

Hello!

Is it me you're looking for?

Creative, know thy customer

One of the prerequisites of a successful marketing strategy is knowing who your target audiences or customers are, and gathering as much information about them as you can. As the saying goes, knowledge is power.

If you've been in business a while, you may want to start with your existing customers and what you know about them, but perhaps there are other people who you really want to connect with too.

If you're starting from scratch, now's the time to take all of the thinking you've done so far and use that to build a picture of the different people you want to connect with.

Some questions that will help you get to know them better

Here are some questions we suggest you work through to help you get to know your audience or customer base a bit better. Work through them and use what you uncover to create some words or pictures about the audiences or customers you're already connecting with or who you want to connect with in the future.

Who are your target audiences? This might be about people you've worked with in the past, are working with now, or want to work with in the future.

What do you know about them? Think laterally here. This covers everything from age, gender and where they live, to where they hang out, when they have money to spend and what they spend it on. You're trying to build up some really detailed profiles here. Hopefully by doing this you'll be able to start grouping your customers/audiences into different groups (in marketing circles that's called market segmentation).



How do you know all this? Have you used all the data you have (sales records, testimonials, survey data)? Maybe it's stuff you've picked up from spending time with them, at gigs, exhibitions or shows? All of those things are legitimate bits of audience data. Play detective and leave no stone unturned!

What don't you know about them that would be really useful to know? Think about what killer info you would find it really useful to have, and why/how that would help. Don't get distracted by the nice to know; you're looking for killer insights that will really help you tailor your products, content and marketing.

How could you find that out? Again, think laterally about this. The answer may be an online survey (expect a typical response rate of 5-10%, maybe 20% if people are really engaged), but there may well be other ways to find stuff out. Get chatting to people at your gigs or shows, do straw polls at your events, add a few feedback questions to your order confirmation emails, dig out other people's research.

When will you do that? Completer finishers that we are, the final piece of the puzzle is to schedule in when you are going to do all that detecting!

And once you're done detecting? You'll have a much better understanding of your target audiences, which means your marketing will be oh so much more effective. **Congratulations!**

