

Are you talking to me? Identifying your audience

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Here's what we'll discuss:

- ▶ Market segmentation
- ▶ Target markets and traditional research for them
- ▶ Why creating a “marketing persona” or “ideal customer avatar” is so important
- ▶ My proven process to understanding your ideal customer

Market Segmentation

- ▶ A marketing term referring to the aggregating of prospective buyers into groups (segments) that have common needs and will respond similarly to a marketing action.
- ▶ Market segmentation enables companies to target different categories of consumers who perceive the full value of certain products and services differently from one another.

3 common criteria for market segment:

- ▶ Generally three criteria can be used to identify different market segments:
 - 1) Homogeneity (common needs within segment)
 - 2) Distinction (unique from other groups)
 - 3) Reaction (similar response to market)

Demographics

- ▶ This refers to dividing consumers by aspects including age, gender, income, needs or a combination thereof.
- ▶ <http://www.statcan.gc.ca/>

Information for...	Browse by subject	Browse by key resource	Help	
A to D		E to H	I to R	S to Z
Aboriginal peoples		Economic accounts	Income, pensions, spending and wealth	Science and technology
Agriculture		Education, training and learning	Information and communications technology	Seniors
Business, consumer and property services		Energy	International trade	Society and community
Business performance and ownership		Environment	Labour	Statistical methods
Children and youth		Ethnic diversity and immigration	Languages	Transportation
Construction		Families, households and housing	Manufacturing	Travel and tourism
Crime and justice		Government	Population and demography	
Culture and leisure		Health	Prices and price indexes	
			Reference	
			Retail and wholesale	

Consumer Behaviour

- ▶ This involves grouping consumers according to how they **feel** about a certain product or **their knowledge** of those products.
- ▶ For instance, consumers who are very interested in gourmet cooking are likely grouped together for firms focused on the sale of exotic spices, rare wines, fine cookware and sophisticated appliances.

Consumer behaviour is a practical metric that helps us define our customer “persona”





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<http://quizsocial.com/what-high-school-stereotype-are-you/>





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- ▶ The point of persona marketing is to understand the individual consumer.
- ▶ As we said last week, markets are conversations and that conversation carries a true “human voice”: we’re people talking to people (imagine that!).

Ideal Customer Avatar (ICA)

- ▶ **“ If you can’t turn yourself into your customer, you probably shouldn’t be in the ad writing business at all. ”**
- LEO BURNETT

Why Your Ideal Customer Avatar (ICA) Is Important

- ▶ **Without your ideal customer avatar...**
- ▶ Broad marketing messaging will be generic and ineffective
- ▶ You'll attract less than IDEAL customers and business will be less fun
 - ▶ It's important to know who you are not talking to!
- ▶ Without one you'll struggle to reach your goals
- ▶ Your copy and messaging will lack soul and true emotional connection - the humanity you're here to express through your business!

Your ICA is your north star

Understanding your ICA leads to...

- ▶ Marketing becomes easier and more effective
- ▶ You'll attract ideal customers who are perfect for you
- business will be a more fun 😊
- ▶ You'll reach your business goals faster
- ▶ Your messaging and marketing becomes an authentic expression of connection and genuine understanding
- ▶ i.e. you can honestly speak with a human voice.

Most target market research is ineffective because...

- ▶ Too general.
- ▶ Can be arbitrary (picking something for the sake of specializing).
- ▶ Doesn't drill down to one specific person.
- ▶ It doesn't allow you to speak in a truly empathetic and human voice.
- ▶ Rarely goes deep into the psychology of the customer, i.e. the connection triggers and buy triggers

So, how do you draft an ICA?

- ▶ Stop thinking like you 😊 - unless you are the target market 😊
- ▶ listen to and observe your customers
- ▶ IMO, this is about deep understanding, empathy and compassion
- ▶ Stop thinking you already understand your customer and know what they want

Assignment: Create Your Ideal Customer Avatar

- ▶ The worksheet will walk you through the major questions.
- ▶ First: list all the common traits of your ideal customers. Both demographic and psychographic
- ▶ Then, roll all those commonalities into ONE specific person
 - ▶ give them a full identity (name, age, occupation, hair color, family, etc.) Use your imagination to create a single character
- ▶ Find a photo of them This is an INTERNAL exercise for your team – not meant to be shared publicly

A few things about your ICA & Assignment

- ▶ You'll need to figure out which business/ organization you are drafting your Social Media Strategy for.
- ▶ If you have a wide range of customers - different genders, ages, income levels, etc. then...
- ▶ Choose one individual to complete this ICA exercise with for now. **One ideal customer.**
- ▶ Only one ICA is due with your assignment, however, Once you get the hang of it, you might want to create a NEW ICA for each major segment of ideal customers you serve .

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Why you must dive into the ICA

- ▶ Knowing what's important to you customers demonstrates that you have a vision for them and can help them get where they want to go.
- ▶ When you demonstrate understanding, you build trust.
- ▶ Trust built through authentic connection
 - ▶ increased sales, referrals, repeat customers and satisfying, soul-fulfilling work 😊