



KNOW YOUR CUSTOMER

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Startup Support Center

TOPICS

TARGET MARKETING

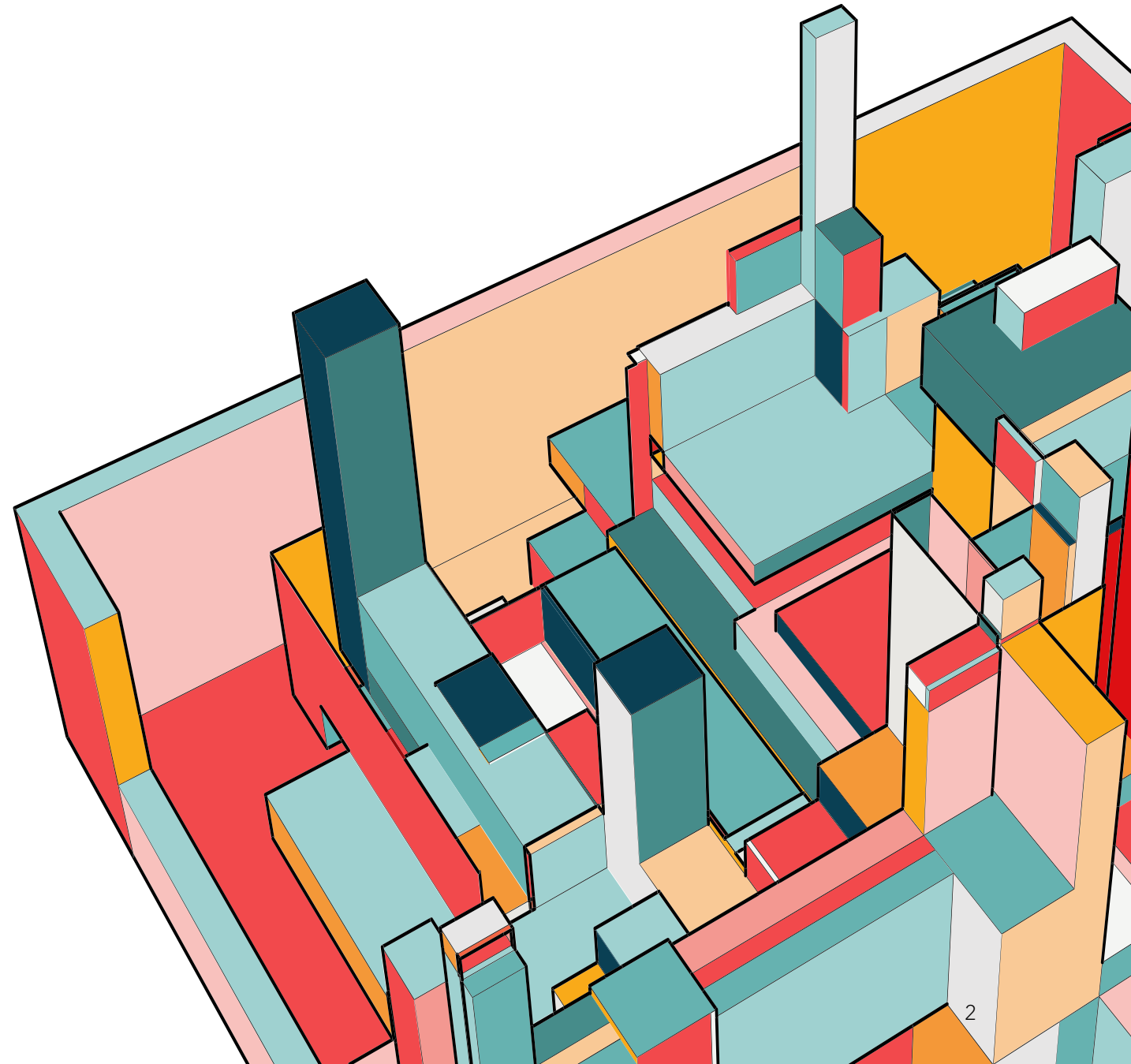
BUILDING A BUYERS PERSONAS

DEFINE YOUR CUSTOMERS JOURNEY

WHAT ARE YOU REALLY SELLING?

WHO IS YOUR COMPETITION?

GETTING MARKETING DATA THAT MATTERS



TARGET MARKETING

a group of people identified as **YOUR MOST LIKELY** customers. You will use target marketing to attempt to understand your customers and craft marketing strategies and advertises your product or service. Knowing your target market sets you up for success.

You will choose specific Market Segments to help define your Target Market. Creating a market segment is the practice of dividing individuals into approachable groups (segments). These groups are based on demographics, needs, priorities, common interests, and other psychographic and other behaviours.

DEMOGRAPHICS

Demographics describe **WHAT** we are as individuals . These and other characteristics categorize us without describing our personality.

GEOGRAPHY

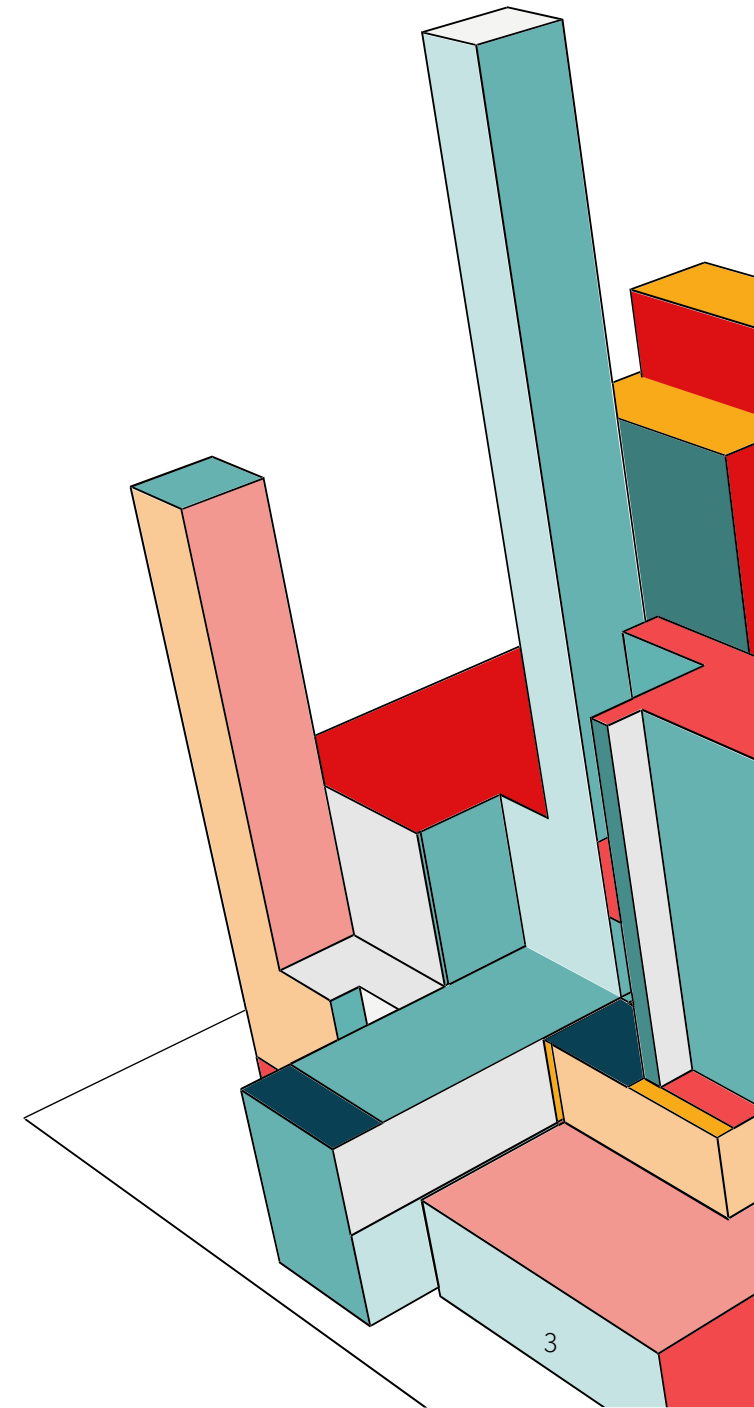
Explains customer purchasing based on unique aspects of a location, such as weather patterns, restrictions, topography.

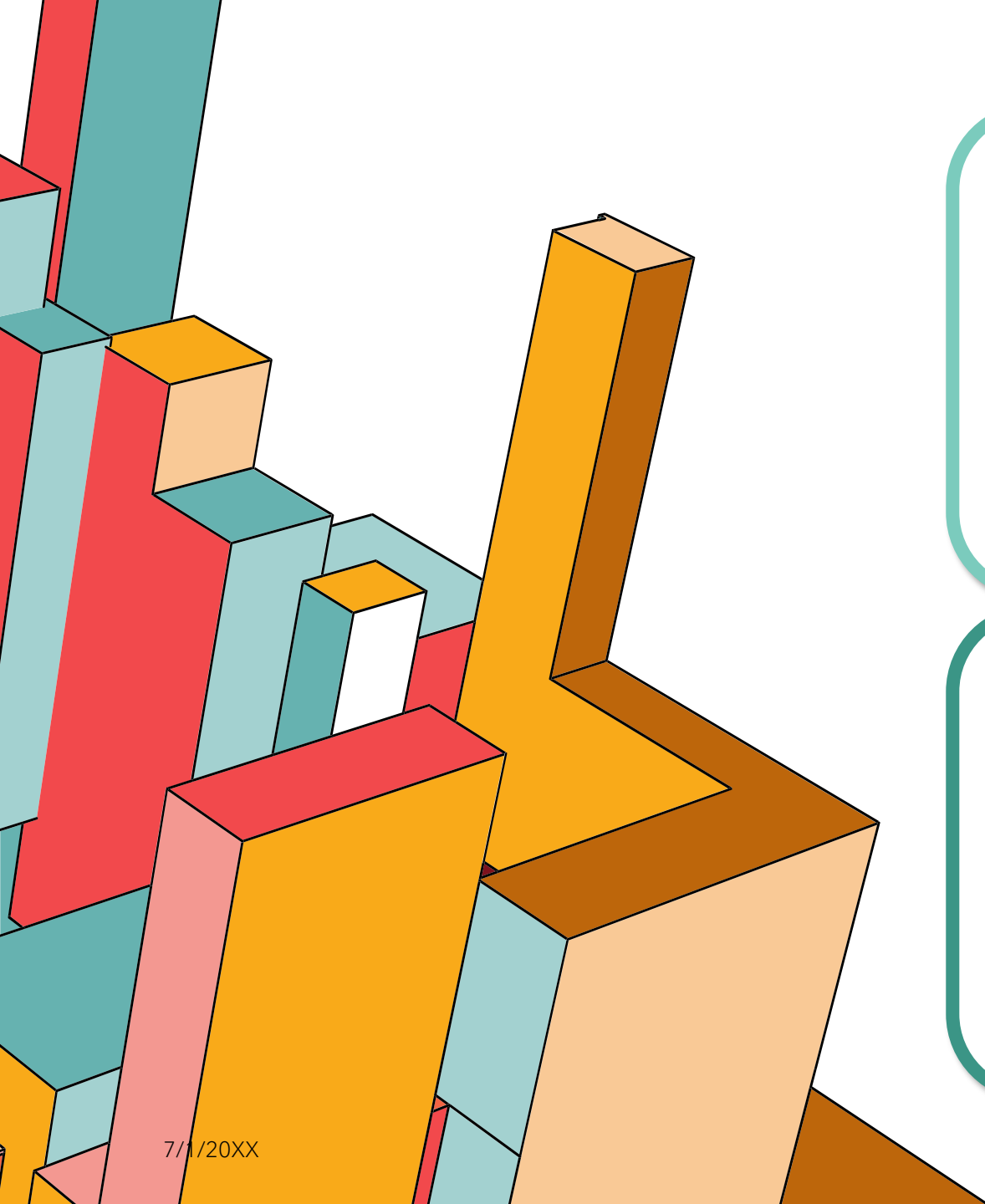
PSYCHOGRAPHICS

Psychographics describe **WHO** we are as individuals. These characteristics categorize us using values, desires, goals, interests, and lifestyle choices.

BEHAVIORAL

Explains purchasing that is defined by behaviors from cultural, social, religious, or other pressures.





Demographics

Age	Gender
Income	Marital Status
Ethnicity	Occupation
Family Size	Race
Religion	Education

Geographics

Zip Code	City
Country	Population Density
Climate	Time Zone
Language	Culture
Distance From a Location	

Psychographics

Values	Goals
Needs	Pain Points
Hobbies	Personality Traits
Interests	Political Affiliation
Sexual Orientation	

Behavioural

- Purchasing Habits
- Brand Interactions
- Social Media Use
- Customer Loyalty
- Web Use

Buyer Persona #1: Healthy Mom Harley

ROLE ----- Business Administration
AGE ----- 25 - 35
FAMILY ----- Has 2-3 kids up to 18 yrs old



Key Identifiers

Full-time career
Family oriented values
Educated
Seeks health information online
Does her research

Background

Harley is a working mom who is balancing her career with raising a family, all while keeping everyone healthy. She's educated, on-the-go woman who uses online resources for just about every aspect of her life - from cooking to parenting.

Goals

- Keep her family healthy
- To prevent sickness
- Eat clean, healthy food

Challenges

- Packing healthy meal every single day becomes a big job when she's so busy
- Her kids don't like eating raw vegetables

How We Help

- Our health supplements are ideal for the whole family
- They are tasty, nutrient rich, and proven to be completely safe for everyone to use
- Eat supplement provides your daily recommended intake of fibers and vegetables, so Harley can focus on the meal, and we can focus on the nutrients.

Customer Persona #2: James



Name Alex

Age 31

Location Greensboro, NC

Occupation Business Consultant

Income 70k yearly

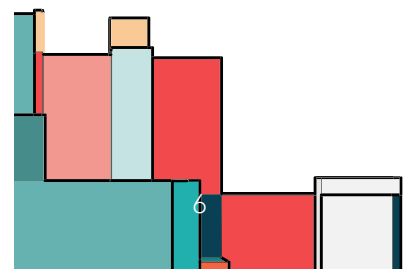
Education Master's Degree

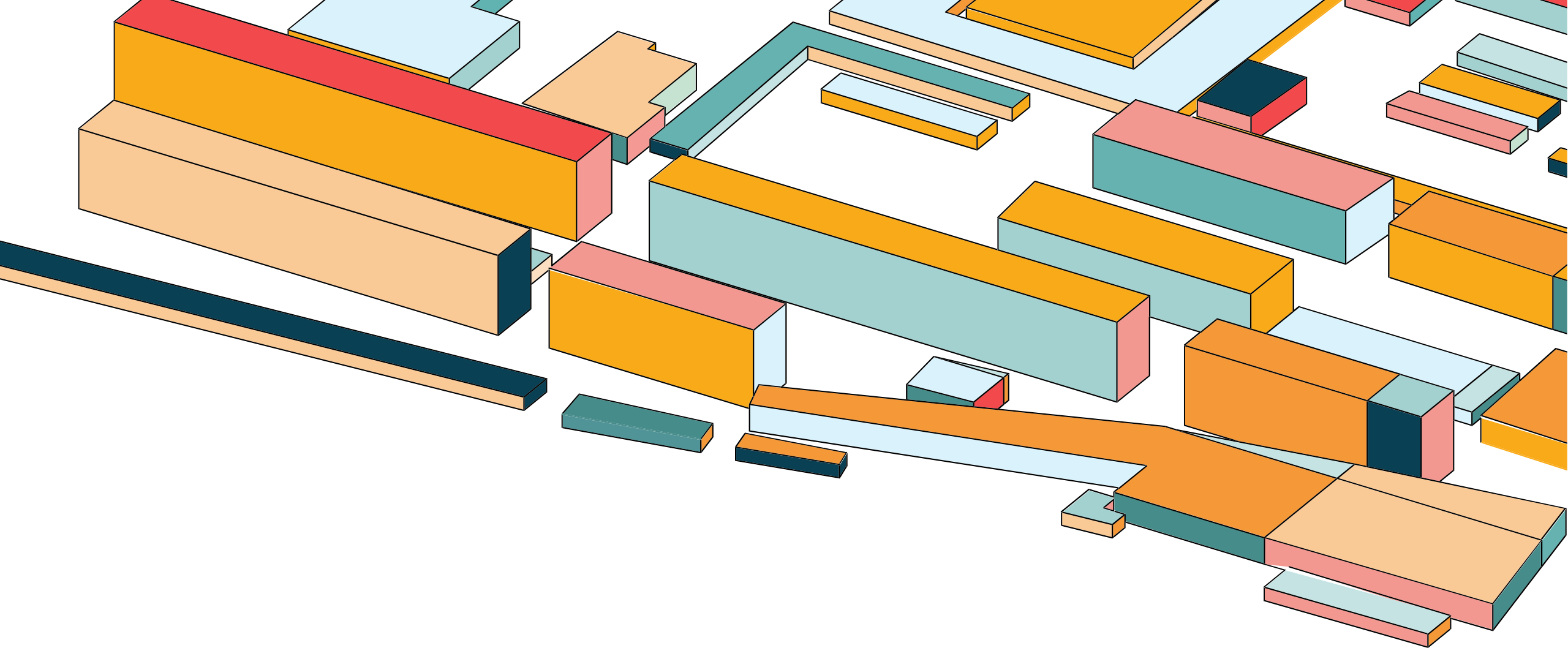
Marital Status Married

Motivations As an avid runner and fitness junkie, James tends to choose foods that will give him the energy he needs to keep going.

Challenges James loves to visit new restaurants, but he's very picky. He's highly motivated by trends and what's popular with his friends.

Decision Making James isn't deterred by the price of an item, as long as the ingredients are clean and the taste is high quality.





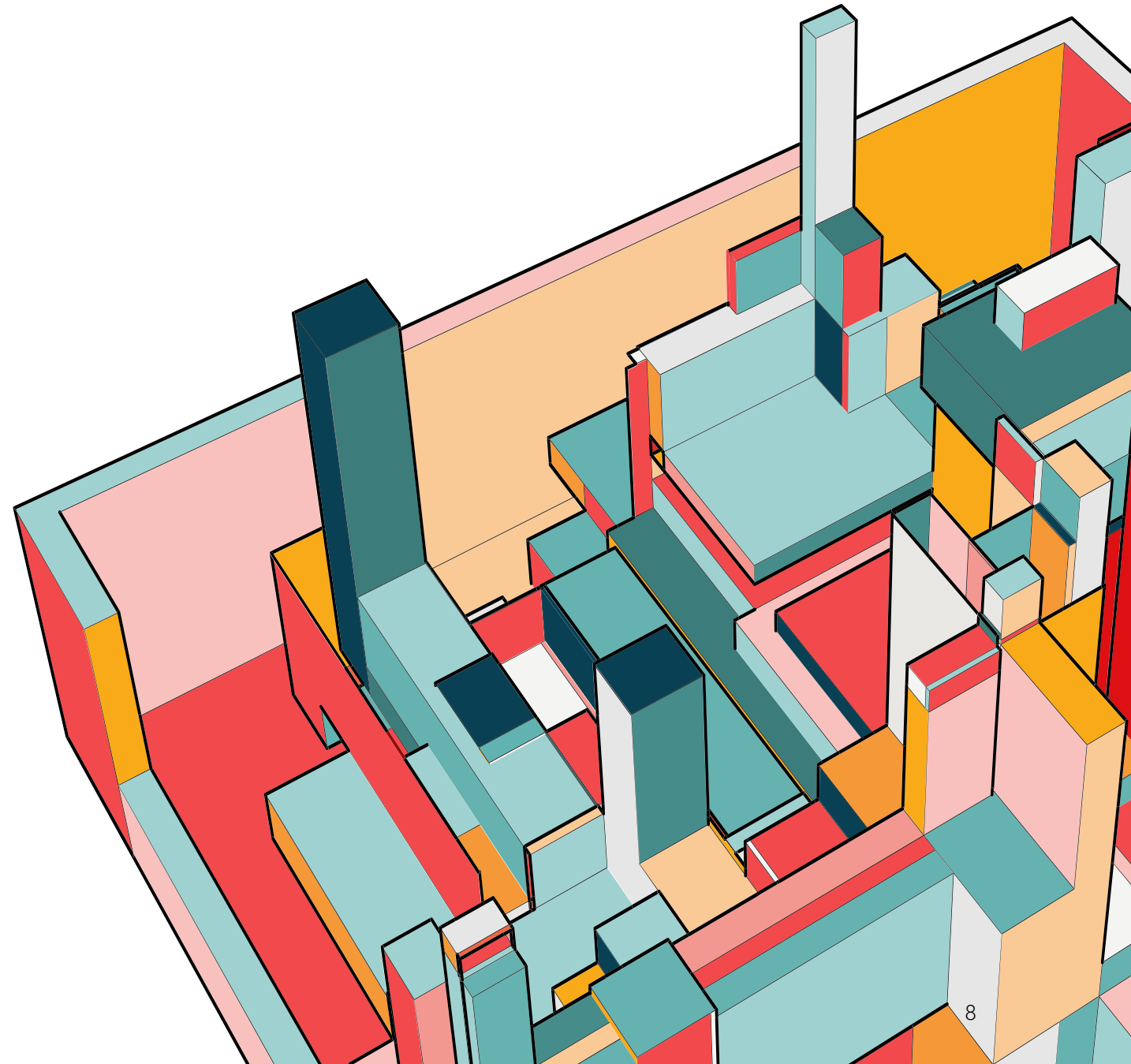
CUSTOMER JOURNEY

CUSTOMER JOURNEY MAP

The customer journey map is a tool to visualize the experience of interacting with your brand from the customer's point of view.

These interactions include retail, online, social media, emails, services, or any other channels. The more touchpoints you have, the more complicated your map will become.

Mapping the customer journey will help to ensure no customer slips through cracks. This process also gives you insights into common customer pain points which will allow you to better deliver on their expectations and optimize your processes.



DEFINING YOUR CUSTOMERS JOURNEY



How do our
customers find us?



How do our
customers
engage?



When are they
ready to take
action?

MARKET OVERVIEW



AW

AWARENESS

When the customer first learns about a business or product.

CON

CONVERSION

When/How the customer first engages with your business

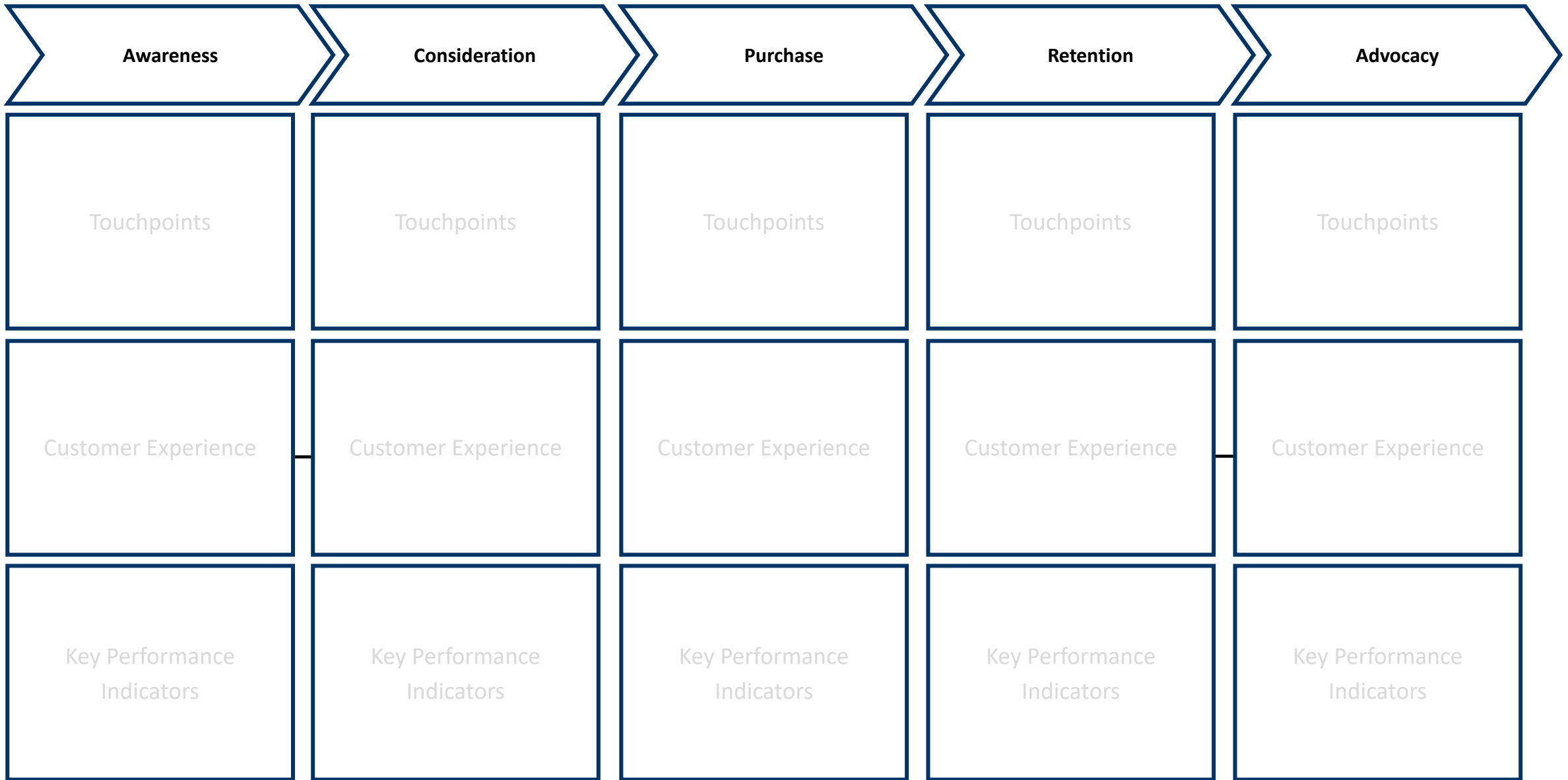
PUR

PURCHASE

What triggers the customers to purchase

CUSTOMER JOURNEY MAP PLANNING







MARKET ASSESSMENT

WHAT ARE YOU ACTUALLY SELLING?

What does your product do?

We provide coffee for people in Colorado Springs

Why do people buy it?

People buy coffee because they want _____ or they cannot get _____

So what does your product *actually* do?

My product provides my client with _____, thus I am selling _____ in the form of _____.

OUR COMPETITION

A competitive analysis is a way of evaluating how well your business and its products or services are performing compared to other companies selling similar products or services.

A competitive analysis will help you identify your strengths and weaknesses, understand the market you operate in, evaluate trends, and help you plan for future growth. You can discover where your business is doing well, where you need to improve.

A competitive analysis should examine your competitors' features, pricing, marketing, strengths, weaknesses, geography, culture, and customer reviews.

OUR COMPETITION

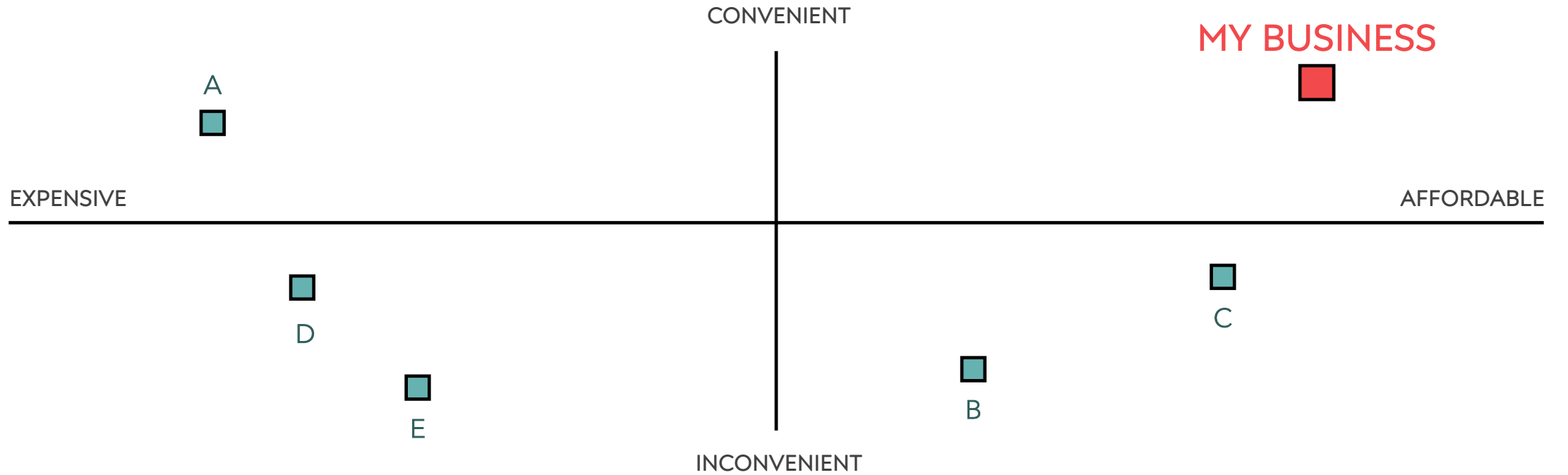
UNIQUE VALUE PROPOSITIONS

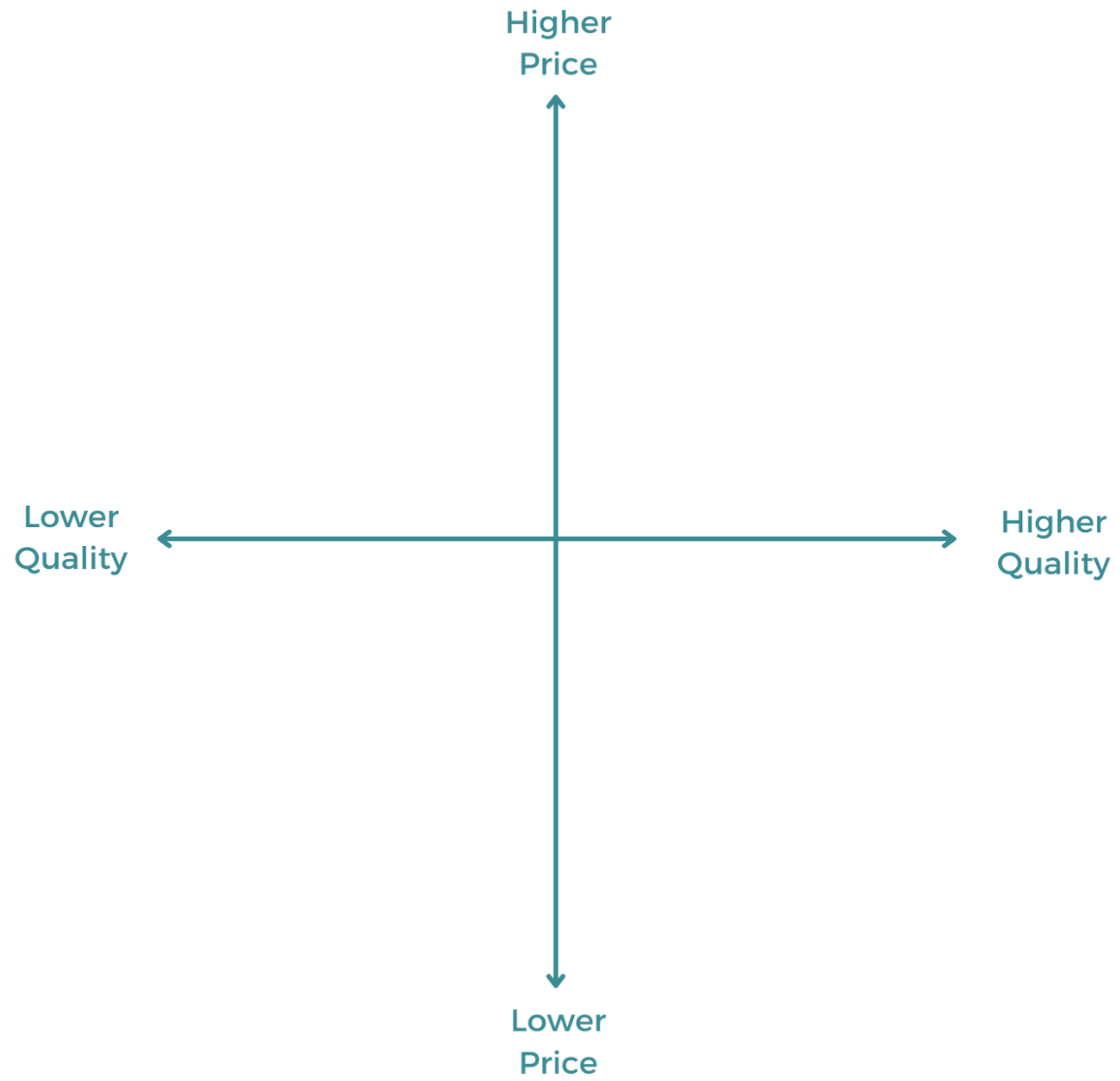
- Our product is priced below that of other architecture companies on the market
- Simple and easy to build, compared to the complex building materials of the competitors
- Affordability is the main draw for our consumers to our product

COMPETITORS

- Company A
Product is more expensive
- Companies B & C
Product is expensive and inconvenient to use
- Companies D & E
Product is affordable, but inconvenient to use

OUR COMPETITION







Market Surveying/Market Validation

A survey is an investigation into the state of the market for your product or service, including an analysis of consumers' needs and preferences.

It can help you decide whether a new idea for a business or product will be successful in a specific location or marketing to a specific demographic.

This will let you know if there is a demand for what you are selling.

WHAT INFORMATION WOULD HELP YOU “KNOW” YOU CAN SELL?

1. Demographics (age, gender, zip code, income, etc)
2. How much money they spend on like products already.
3. What is the maximum amount of money they would spend on like products.
4. Asking what their pain points, needs, and wants are.
5. Asking what products they want to solve their problem.
6. Asking what products they already use to solve their problems.
7. Ask feedback questions for your customers.
8. Ask questions about the brand of your company.

SAMPLE QUESTIONS

- What is your age / gender / ethnicity / marital status?
- What is your monthly income range?
- What methods of shopping do you use?
- What amount do you spend on [product/brand/shopping] each month?
- How regular do you shop for [product/brand]?
- Why did you decide to use [product or service]?
- How does that [product or service] fit your needs?
- Would you recommend [product or service] to your friends?
- What could we do better?
- In your opinion, why should customers choose us?
- How would you rate our customer experience?
- What are your biggest challenges?
- How do you get your information? What's your most valuable and reliable source of information?
- Have you heard of our company/brand?
- Have you heard of #name of a competitor?
- What tools do you use at your job?
- What would make you loyal to a brand? What's crucial to you?
- How often do you use similar product/service during the day/week/month?

LETS GOOOOO!!

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