Creating Your Ideal Customer Profile

Let’s focus on speaking to that ***ONE*** ideal customer.

One of the most important aspects of marketing is that if you’re talking to ALL customers, you’re talking to NO customers. It’s important to get laser-focused on the customer you want to target. Your focus will, ironically, drive the periphery, and repel customers who aren’t a fit for your brand. Also, if you’re focused on targeting “all”, your content becomes generic, diluted, mass-market, and you’re not honing in on the behaviors, consumables, motivations, and pain-points of

your audience.

You likely have one ideal customer for that aligns with your brand and you could have multiple sub-segments of customers to reflect key aspects of your business or brand portfolio. I don’t want to complicate matters too much, but let’s say you’re a company in the athletic apparel business. Ideally, you want to target people who have a lifestyle that would require use of your

products, they’re in the income range to buy your products, and there may be other demographic and psychographic factors that help you hone in on your ideal customer.

However, you always want to get as specific as possible when it comes to targeting. So if you have products that are designed for men, you’ll refine that ideal customer. And let’s say you sell products for men who cycle outdoors, you’re going to drill down further.

Also, you may create products that target hard-core runners and newbies across genders, which is the difference between people who start running on the treadmill on January 2 nd vs. someone who reads running magazines and travels for marathons. The customer profiles, behaviors, needs and wants could be demonstrably different. If you sell different products meant to target

different kinds of people, you have to create a customer map for each one of those products you want to sell—those sub-maps laddering up to the overall master customer profile.

Know that your ideal customer profile may refine over time. Right now, you’re in the nascent stage of your brand/business and you may find that you have to evolve and refine your profile as the brand and business evolves. What matters now is that we start from a relatively specific place from which to optimize and grow.

How do you get initial demos? Look at the demographic profile of your site traffic, visits and repeat visits, re-marketing, PPC campaigns, email and CRM data, and social media. Look at any traditional, digital, or social ads you may have run and the resulting insights. Gather any general market or customer research and view those insights in context of your owned data.

Once you’ve accessed and analyzed all your data resources, it’s time to take action and create living, breathing profiles for your customers. Pretend your customer is completing this as if they were taking a questionnaire.

Let’s give this person a name:

**Demographic Profile:**

* Gender:
* Age:
* Relationship Status:
* Do you have kids?
* Combined HHI:
* Geographic Location:
* What size house do you live in? What is their house&#39; market value?
* What car(s) do you drive?
* Why that car?
* What are 5 luxury things you consistently spend your disposable income on?
* Education Level:
* Memberships or Affiliations:
* Occupation/Title:
* Top Five Apps on Your Phone:
* Favorite TV Shows:
* Netflix or cable?:
* Role Model:
* Hobbies:
* Favorite or go-to brands:
* Favorite Blogs
* Dream splurge:
* What are you doing on your mobile:

**Psychographic Profile:**

What’s important to you (as it relates to Product A)?

1. When it comes to this product, what do you:
	1. Think
	2. See
	3. Hear
	4. Feel
2. What motivates you to buy the product?
3. What keeps you awake at night?
4. What are you afraid of?
5. What are you angry about/frustrated with/skeptical of? Why?
6. Who are you angry at/frustrated with/skeptical of? Why?
7. What are your top 3 daily frustrations?
8. How will this product help you? What problems will this product solve? What gains will you expeirence?
9. What trends are occurring or will occur in your life as it relates to this product?
10. What do you secretly desire the most?
11. Is there a built in bias to the way you make decisions (example: engineers = exceptionally analytical)
12. How do you find the products?
13. How do you validate them, *i.e.*, evaluate and determine they’re worthy of purchase?
14. What media do you consume as it relates to the product, i.e, magazines, trade publications, TV shows, news programs, editorial reviews, bloggers, social media influencers, celebrities?
15. Whom/what do you go to/use in aiding your decision to buy the product? Whom/what do you trust?
16. How do you purchase the product, i.e., online, in-store, catalogue, from a sales represenative, a combination, or none, of the above?

#### From the perspective of the marketer #####

1. Do they have their own language (lingo, technical jargon)?
2. Highlight the top 2 most powerful driving needs for this person. This is the basis of all your marketing messaging to them. (As it relates to your business.)
3. Certainty / comfort / security
4. Uncertainty / variety / entertainment
5. Significance / importance
6. Connection / love
7. Growth and progression
8. Contribution and serving others

FIVE KEY FACTS YOU NEED TO KNOW ABOUT YOUR CUSTOMER:

1. \_\_\_
2. \_\_\_
3. \_\_\_
4. \_\_\_
5. \_\_\_