

BUILD YOUR CUSTOMER

Avatar

Market more effectively to customers who will buy

Do you know most marketing efforts fail because of lack of information about customers.

The more you understand your target audience the easier it will be for you to sell to them.

In this guide you will be able to get more clarity about your target audience and be able to market more effectively to them.

When I just got started in business I thought that all I needed was a website, social media platforms and a product and service to have customers flooding in. I was psyched to share my business to the world and when launch day arrived, I was very confident that I would be booked and busy within the first week of launch.

However...

Weeks flew by, and then months. I only had a handful of clients and that was just not enough. My launch was not as successful as I would have liked because I skipped the groundwork necessary to become successful online.

I didn't know my target audience
I didn't have a solid marketing plan
My brand was too broad so anyone could work with me
The foundation was just not great.

After a season of trial and error, education and success stories I was able to build a brand that attract clients all over the world. I am excited to share some of the things that I did to position myself for success online. Happy Branding!

Seantal



Let's dive into it

WHAT IS A TARGET AUDIENCE?

A target audience is the demographic of people who will most likely be interested in a company's product or service.

Having a target audience helps to maximize your marketing efforts and helps you to make more sales.

Unfortunately, if you try to sell to everyone, your efforts will be wasted.

Here are a few things
you need to know



Who are they?

DEMOGRAPHICS

- Are they male or female?
- What is their age range?
- Where do they live?
- What is their occupation?
- Are they married, single, have kids, etc.?
- What are they interested in?
- What platforms do they hang out on?



How do they think

MINDEST

- What are their fears?
- What are their struggles?
- What makes them happy?
- What outcome would they like to receive from your product or service?



Brand Awareness EDUCATION

- Are they aware of your brand?
- Are they tech savvy?
- What do they know about your product or service?
- Have they purchased from your competitors before?
- What they know about your product or service?
- How do they consume information?
- What websites do they visit the most?



Habits

HOW DO THEY BUY

- How do they buy?
- What influences their decisions?
- What triggers them to buy?
- When do they buy?
- What obstacles prevent them from buying?
- What are a few things that would prevent them from buying?

Personality

HOW DO THEY ACT

- What are their likes?
- What are their dislikes?
- Describe their personality
- Are they logical, creative or a dreamer?
- Do they prefer to be sold to, or they the kind that likes to be pursued?





Meet your Avatar

Meet Sarah, a 28 year mom of twins. She lives happily with her husband in California

She is a new entrepreneur who coaches women to live a fulfilling life.

She likes personal relationships and would prefer to build her business via networking.

Her business has been slow and she now wants to invest in marketing.

She has tried Facebook ads to little avail.

She gets her advice from, podcasts, blogs and \Youtube channels.

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