

Marketing: Week 1

Understanding your customer and what they need.

What is it:

Marketing is an action, something you actively do to promote your business. In this video we will focus on your customers, understanding who they are and what they need so we know how to market your products and services to them more effectively.

Common problems/mistakes:

- Start-ups not knowing who their customers are;
- Marketing to all customers in the same way;
- Focusing on demographics only.

Why is it important?

- Enables us to stop wasting time and money;
- Helps us to retain our customers (It's cheaper to keep existing customers than to acquire new ones);
- Helps us to know what our customers want before they do.

How to do it well?

I will now talk you through what a detailed customer profile looks like and show you how to create one of your own.

Template/checklist:

Customer profile template.

Tips for success:

- If you have a few different customer types, create a customer profile for each type (between 1-3 ideally);
- When creating/sharing content etc., tailor it to your different customer profiles to ensure it reaches who you need to;
- Use your customer profiles to make recommendations.

Task:

Define your core customer profiles using the template provided.