

How To Create Our Ideal Customer Persona

1. Define and describe your business in depth

The first step to take to define your ideal client is to know your business. This reflection will allow you to know what distinguishes you from all the competition and what is the best you can offer.

At this starting point, it's good to determine your values and goals; in addition to knowing what solutions you offer. In this way, you can more easily project the insertion of your products or services in the market.

Add your sales and marketing agents at this stage. This will help you make your planning realistic. Trust the knowledge and data they have about your audience: pains, expectations, objections, and problems to solve.

Having this type of data will help you deliver messages that are meaningful and add value. Consider that 86% of consumers will investigate before buying a product or service. So you must not only be visible, but you must respond to their needs.

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2. Map the best customers

In general, the ideal client will be more lucrative for you because it will require less effort from your sales team to achieve maximum satisfaction. This is because he already identifies with the proposal you give him, understands what your offer is, and uses your products or services successfully.

Now, in your current customer base, which ones are best suited to these characteristics? To define this exactly, you can survey the queries that have been made to your sales team, the commercial reports, and the interaction of your clients.

To do this mapping you can use different tools. For, CRM, google Anagoogles, and BI programs, among others.

3. Collect information about your customers

Once you have selected your best clients, it will be the ideal time to analyze them individually. This will help you validate the information you have about them and identify the patterns that exist.

In this step, if possible, schedule interviews with those clients you have already chosen. Another way to do it would be to apply

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survey forms. The important thing is that you ask and can answer these questions:

- What are the characteristics of my ideal client? (Demographic, socioeconomic, behavioral, and consumption data).
- What is my ideal client looking for on Google?
- What events do you usually go to?
- What are your likes and hobbies?
- What does he feel when he is about to buy or book your product or service?
- What worries you the most right now?
- What allows you to make a decision when you buy?
- How can I as a company help my ideal client?
- How does my ideal client compare me to other companies?
- What are their needs, goals, recent achievements, difficulties, and expectations?
- What does my ideal client like to invest in and why?
- What are the communication channels you use?

4. Start building the profile of your ideal client

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Once you have analyzed and qualified your customers, you must identify what information is constantly being repeated. Ask yourself what the characteristics that are standing out and that all your best customers share are.

Also, remember to consider insights that relate your audience to your company or brand. For example, what are the problems you solve best?

When you finish this exercise you will have the ideal client profile with the main characteristics, problems, and values that they have. So your sales team can take the next step: optimize related processes and improve business results.

5. Identify those who do not meet the ideal customer profile

Being realistic, not all the clients you have are going to be completely faithful to the ideal client profile of your company. Precisely for this reason, creating this instrument will allow you to assess whether your leads respond or move away from the strategy you are implementing.

If you apply the ideal client profile in your database, you will also perceive those who do not fit the business proposal you have.

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Now, this doesn't mean you have to completely rule out those leads. But you must know how to identify who is qualified.

Taking into account the profiles that do not meet your ideal client will also be very important for the marketing actions and sales strategies that you implement. Since you will be able to know what are the contents and initiatives that are going to prepare those consumers for a future sale.

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