

How To: Identify Your Customers Online A Guide for the Print Industry

HOW TO BEGIN

As simple (and “Markety”) as this may sound you must prepare to best get in front of customers by having a clear understanding of your business and your goals.

Listing these out will give you what you need to create a winning approach to identifying your customers online and saying what’s necessary to get them to connect and buy with you.

The Business

Who are you, what do you solve for customers, how do you solve it and what makes you different?

Answering these questions and communicating this to your customers will set you apart from the majority of your competitors. As well as have customers coming to you rather than you reaching out to them.

Answer This

Who are you? Your Business Name

What do you solve for customers? Problems your customers face and/or outcomes they are looking to achieve.

How do you solve it? List your services.

What makes you different? Experience, People, Proprietary, etc.

Here's How We Answer It

Who are you: Acumen Studio

What do you solve for customers: Finding new customers, getting a positive ROI from digital marketing, measuring results accurately

How do you solve it: High ROI Content Marketing, SEO, PPC, Social, Email / Automation, Analytics

What makes you different: Years of Print Industry Experience, We Simplify the Process, and Educate our Customers on the work being done for them

Here's How We Say It

At Acumen Studio we connect businesses with buyers.

Our mission is to simplify the process of achieving high ROI when finding new customers online and measuring the results to identify insights that will continue to produce a high ROI across content marketing, SEO, PPC, Social Media and Email.

We are set apart by our deep print industry experience, channel experience and our mission to simplify the process of creating a high ROI digital presence while educating our customers throughout the process.

Your Goals

To Achieve Success you must know what you are actually trying to achieve. This will be your guide when choosing how to identify your customers most effectively.

Goal(s): List your goal or goals here

Common Goal Examples:

More Sales

New Customers

“To be the Leading Printer in my City”

“To be known as the Best Paper Manufacturer in the U.S.”

So if your goal was to simply increase sales then you may choose to market to existing customers as well as new customers.

But for new customer acquisition you obviously wouldn't target existing customers, right!

Identifying Your Customers

This is the part you really came for!

Knowing your customers allows you to easily communicate in a way that moves customers to engage and buy from you.

It also makes paid targeting easy and cost efficient.



So how do you find them!

Start by listing the demographics of your existing customers or if you know that demo data for the customers you want enter that as well.

Your Customer: List your customers characteristics here

Geography (state, city)

Things they like

Things they value

Demographics (age, sex, marital status, presence of children, etc.)

Your Customer Example: Acumen Studio Persona Example

Located in the United States

Commercial Printing Companies, Print Industry Manufacturers, Print Industry Service Providers

Job Titles: CEO, CMO, Marketing Executives, Marketing Directors, Marketing Managers

Age: 26 - 62

Sex: Male and Female

Company Size: \$2MM to \$25MM in revenue

Social Presence: Visible but no middle to bottom of the funnel digital strategy

Targeting Leads

One of the biggest advantages organizations have today is the ability to accurately target their ideal customer across all platforms. This allows companies to message to their market quickly, efficiently and cost effectively.

It's as simple as being able to clearly articulate who that ideal customer is.

1. List the criteria for your ideal customer to form a targetable profile.
 - a. Country
 - b. State(s)
 - c. City(ies)
 - d. Companies
 - e. Company Revenue
 - f. Job Titles
 - g. Age
 - h. Sex
 - i. Interests

2. Curate internal email lists
 - a. Customers
 - b. Leads
3. Set retargeting pixels on your website to build a cookieid / pixelated list (show ads to people who visit your website)
4. Upload email lists to Facebook, Google and LinkedIn to build lists
 - a. Target your customers and leads lists directly through ads
 - b. Target a “Lookalike” audience that matches the criteria of your customer and leads lists

By creating these four customer / audience groups you will be armed to target customers online.

Remarks we hear often are:

My marketing team / agency has tried this before and it just didn't work.

But when we ask about the targeting details of the past we typically find that the marketers were targeting very broad demographics or interests.

It's a smarter strategy to start highly focused first and expand from there when you find messaging that resonates best with the targets so that your marketing expansion is efficient and effective.

Are You Accurately Targeting Your Customers Online?

If not and want to start being effective at growing leads & sales online,
Then contact us to learn more!



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