

KNOW YOUR AUDIENCE



A WHITE PAPER

Know Your Audience



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Why Does it Take So Long to Pick out a Greeting Card?

We've all done it, and we've all seen it—people standing in the greeting card section in a store, reading card upon card until they find the perfect one. They laugh out loud and show their friends, saying, “Oh, this one's perfect for...” Or they may be moved to tears and hold the card in their hands for a while. They want the one that says exactly what they're thinking and feeling, but they also want it to be beautiful and special to the recipient. It's the same way in marketing.

We want our flyers, postcards, letters, and other marketing materials to be perfect. We want them to be beautiful and eye-catching. We want them to be witty and inspirational. In essence, we want them to “move people”...to ACTION.

Think about it! It's just like standing in the aisle at the store, picking out your favorite card. But instead, you're picking out marketing materials.

In order to do that, you need to know WHO the card is for. In other words, you need to know the recipient...your customer, your client, your AUDIENCE.

That's what this white paper is all about: helping you get to know your audience. Once you know *who* you're trying to reach, you'll not only pick out a card that's perfect for them, but actually CREATE the kind of card (marketing materials) that will reach them most effectively.

Who Do You Know?

Do you know what makes your audience tick? What makes them get in their car and drive across town to buy from you rather than your competitor? What makes them think of you when they have questions? What makes them trust you?

Write down some possible reasons. Here are a few to get you started:

- My customers come to my store because it's eye-catching, hip, and attractive. We always have the latest styles at the best prices.
- My customers come to me for advice on their car repairs because I have always been reliable, fair, and fast. Plus, we give them the best deal in town.
- My customers eat my food because we have items and recipes that no one else in town can provide. Our wait-staff is friendly and fast, and they get the orders right.
- My customers come to me when their computer crashes because I've worked with computers for over 20 years and have the expertise they're looking for.

Stop, Drop, and Watch.

Who is your audience? Now that you know WHY people go to your business instead of to your competitor, it's time to look at WHO makes up your audience. In order to do this, you'll need to look around your place of business and find out not only who is shopping around at your business, but (more importantly) who is actually BUYING from you.

What age are they? What gender? What are their interests? Their hobbies? Do they have children? Are they in college? Are they retired? Are they elderly?

Getting down to the little details of who exactly your customers are will help you prepare the best possible marketing materials. Remember that it's like picking out a card, so the more you know about your customers, the more specific and effective you can be.

What Language Do They Speak?

We're not just talking about English, Spanish, or French. We mean: *How* do they talk? What is their lingo? How educated are your clients about what you have to offer or what you do?

If you sell or fix computers, do they know certain tech terms that you can use in your marketing? Or are your customers the ones who know nothing and are counting on you to do all the tech work? Knowing this type of information will help you know how to write your marketing materials more effectively.

For example, if your clients know tech language, you can use computer terminology without having to explain every single detail. But if they don't know anything about computers, you will need to speak to their level and try instead to focus on the benefits of coming to you for help. In this case, you may want to focus on different services you offer and why your expertise is better than the rest.

Walk a Mile in Their Shoes.

We've all heard the old adage, "Don't judge a man until you've walked a mile in their shoes." Well, here's another great opportunity to do just that: walk in your customers' shoes.

Think about what your audience needs on a regular basis. It may be something they only need once in a while from you, but when they need it, make sure you're in the forefront of their minds. This is known as Top-Of-Mind Awareness (TOMA).

Keep it Coming!

The best way to get and maintain TOMA is to send out regular marketing materials. These might include a newsletter, postcard, flyer, or letter. Studies show that people need to see something 7 to 9 times before they remember it. So, you know what that means to you, right? Keep at it!

Even if you don't see an instant increase in business, keep sending out marketing information. Continue sending out postcards, thanking people for their business or reminding them that you're available to help.

Keep customers apprised of your new services, hours, or locations. Or just take time to send a positive thought or funny commentary. No matter what it is, do it regularly and try to point their attention back to your business in order to get TOMA.

It's Up to You!

You're the one picking out the card. You're the one sending the information. If you don't know who your audience is, it's hard to reach them. So, the ball is in your court. You need to find out the most information you can about your customers—and find out what's important to them.

Then, you need to not only work to fulfill their needs, but communicate your effort to meet their needs. Let them know, in all clear and certain terms, that you're there to help and are dedicated to making their lives better.

What's Your Calling Card?

Make sure professional marketing materials are your calling card. Make sure you put every effort into ensuring the beauty and relevance of all your marketing endeavors. Spare no expense on getting the right people to write it, design it, and print it, so your customers know you're professional and will do nothing in a slipshod manner. This will quickly transfer to your work.

When people see that you will only accept the best papers, colors, design, and writing to represent you, they'll know you will also deliver the best to them.

Your customers will remember this when they see your brochures next to your competitors' brochures. And guess who they'll call when it's time for them to do business?

That's right. You!