

How to Attract and Captive Clients

Before Touching Facebook Ads



Brainstorming Customer Needs

First, let's identify as many needs of your target market as possible.

Think of as many problems, challenges and wants your customers may have. Those needs don't even have to relate to your products but everything that drives your customers. What keeps them up at night?

Take 3-5 minutes and list as many needs as you can.



Brainstorming customers' demographic characteristics

In this exercise you're trying to identify your customers' most common demographic characteristics.

Essentially, list everything you know about your customers.

In particular:

Gender,

Age,

Race / Ethnicity,

Education level,

Their income level,

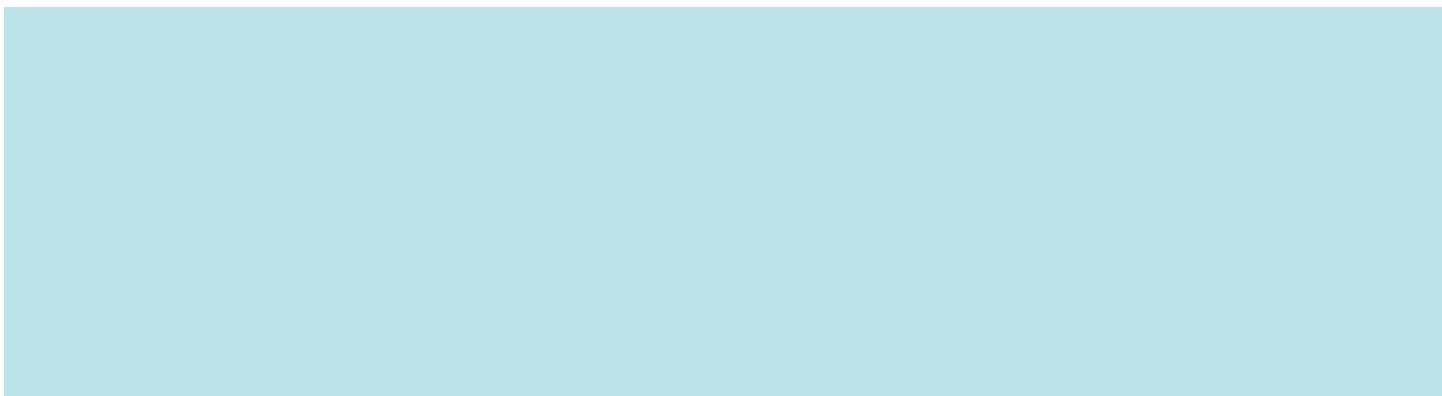
Location,

Languages they speak,

Relationship status,

Professional status,

Take a couple of minutes and list as many characteristics as you can.



Brainstorming customers' psychographic attributes

Psychographics attributes relate to a person's:

Personality,

Values,

Opinions,

Interests, and

Lifestyles, among others.

And so, in this exercise you need to discover what drives, motivates and inspires your customers.

List such information about your customers as:

What brands do they identify with?

What websites they frequent?

What aspirations do they have?

What kinds of hobbies do they enjoy?

What ideals do they hold to?

How tech savvy they are?

Who or what influence their product choices?




Analysis and validation of findings

At this stage you've collected a good deal of ideas about your customers.

It's time to analyze and then, validate them. First, go through responses for each exercise and list the most common answers.

Then provide relevant data to validate those characteristics.

These could be anything:

- >> Call your customers. It's extremely time consuming but it's also the most reliable way to validate your findings and discover new information about them. We did it for AdEspresso and most of our customers were happy to help us. Pro Tip: After every answer, ask them three times "Why?". You'll uncover priceless insights
 - >> Existing customer data. Probably the easiest way to validate demographics is by looking at the data you have on your current customers.
 - >> Support calls / live chat conversations etc. Many customers mention their needs but also interests and other personal attributes during support interactions.
 - >> Surveys (both internal and external). If you lack the data, consider running short surveys to validate anything from needs to customer interests. You can use software like Hotjar to run surveys on your checkout or SurveyMonkey to invite customers to share their insight.
 - >> Similarly, you could look at other companies' survey findings to find data supporting your results.
 - >> Studies (external and internal). You can also find a lot of information in studies, reports and whitepapers.
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Brainstorming prospects' behavioral traits

The final exercise involves one more brainstorming session. This time however you're listing ideas about how your prospects buy things.

Take 15 minutes to list:

What are your customers' preferred methods of communication with a brand?

List them in order of importance. Chances are your prospects will have the same preferences.

What's their behavior towards your products / services / brand?

Are your prospects familiar or unfamiliar with your brand / service or product when coming in contact with it?

What are their buying habits?

Why do they purchase what you sell? (i.e. to make them look good, raise their social status, the feeling of self importance etc.)

What are their most common objections to what you offer?

What would prevent them from buying from you?



Putting It All Together

If you've completed all 5 exercises you should have the majority of the information you need to create a buyer persona.

Now, take that info and imagine your buyer persona. Give him/her a name, a job, pain points and buying habits. The more detailed you are, the better.

So, take your findings and match relating information together to create a final persona.

Name:

Gender:

Ethnicity/Race:

Age:

Location:

Language:

Income level:

Education level:

Professional status:

Main Need:

Aspirations:

Interests:

Hobbies:

Favorite brands:

Favorite websites:

Preferred method of communication:

Behavior towards your product or service:

Buying habits:

Personal Description: