



IDEAL
MARKETING

HOW TO ATTRACT YOUR IDEAL CUSTOMERS



By downloading this guide, you've taken a step towards meaningful marketing that attracts your ideal customers and supports your business goals. It goes without saying that customers are the lifeblood of any business. After all, without people willing to pay for your product or service, you don't have a business. So how do you attract customers? And not just any customers, your IDEAL customers.

Throughout the almost 20 years we've spent supporting companies, the most significant barrier we see to marketing that works is when businesses don't know who their ideal customers are or understand what they want. Once you know who your ideal customers are:

- Your marketing is more targeted
- Your marketing budget is more focused
- Your marketing results are more positive

We help our clients to understand their customers with a process called Audience Analysis, which we've perfected over the years. It's now at the core of every marketing plan we design and forms the backbone of our content plans, informing everything from website design to social media messaging and sales pages.

In this guide you'll learn some of the most important steps in this process which will help you to:

- Identify your ideal customers
- Gain insight into what motivates and concerns them
- Develop a deeper understanding of your customer journey
- Create messaging that captivates your audience
- Establish clear next steps

By taking the time to get to know your audience before embarking on marketing activities, you'll avoid the common pitfall of wasting time and resources on marketing that fails simply because it doesn't resonate with your ideal customer.



STEP 1: IDENTIFY YOUR POTENTIAL CUSTOMERS

The first step is to identify the people you could do business with. It's only by understanding who you COULD do business with that you can define who you SHOULD do business with.

Here are some things to consider:

- Who have you enjoyed working with in the past? Why?
- Do you have an ideal customer? This may well be someone who haven't worked with yet but would like to attract.
- How do you know if someone isn't right for your product or service? Do you already have different groups of customers? What distinguishes them?

Using this information, you can start to group your potential customers, ready to build customer profiles. It's unusual for a business only to serve one group of people, but it can feel hard to know where to get started with categorising different groups. Just know that there are no wrong answers, and you will adjust these groupings as you go along.

The rule we follow is to split people into separate customer groups if their motivations differ enough that your messaging has to change, or you have to use a different channel to reach them. So, take the ideas you've got from this step and consider the following factors that we usually find define customer groups.



Business to Business (B2B) groupings will often be split according to:

- Size of company (based on turnover or employees)
- Industry
- The position of a person in a company
- Their attitude

For Business to Consumer (B2C) businesses, demographics of individuals will be more important such as:

- Age
- Gender
- Family situation
- Hobbies
- Pets

The number of audience groups you create, whether 2 or 15, hinges entirely on your business needs. Factors such as company size, whether you serve businesses or consumers, and your industry can influence your customer segmentation.

Your experiences and business objectives also play a significant role. For instance, an e-commerce company's decision to target UK only, European, or international customers, along with any sub-groups, depends on experience, market understanding, ambitions, and budget. Although you may aspire to achieve international reach, it might be more advantageous to focus on local markets initially, aligning with your 1–2-year business goals, marketing plan, and budget.

Once you have the groupings, give each group a descriptive name so you understand who they are. The names don't need to be imaginative (although they can be if you want!). They just need to be functional and include the elements that matter.

For example:

- Women - 40-50, Legal, Partner
- Young Dads – 18-25, Football Fan
- SME - 10-50, Employee Manufacturing

NOTE: If you're looking for more playful names such as 'Sassy Sally', feel free to get creative! However, make sure to include a concise one-sentence summary, similar to these examples, to avoid any confusion.

STEP 2: UNDERSTAND YOUR CUSTOMERS

Now that your groups are defined, the really powerful part in the process starts – analysing what motivates each group.

This is where we see lightbulb moments that really help our clients create engaging messaging across the right marketing channels as well as sales pages that write themselves. It also demonstrates why it's important to group customers. For example, we often work with B2B companies who may be selling to the person who owns the company, or a person who works in the company. These two people have very different motivations and it's a lot easier to write copy that engages them if you know what these motivations are. To do this, answer the following questions:

- Has something happened to make them look for an offering like yours? What's spurred them into action right now?
- What do they want to achieve as a result of working with you? Whether it's a service or a product, what is the desired outcome?
- What concerns do they have about using your product? Often, it's price based, around loyalty to an existing product/service, timelines or risk. Are there ways to reduce these concerns and provide reassurance?
- Who is your competition, and in each case, why would these customers choose to use the competition over you?
- What would help them to trust you? Case studies, reviews on Google, testimonials, awards, qualifications, trials and guarantees are all ways to help build trust and reduce risk.

The answers to these questions can form your audience profiles in combination with the defining characteristics from the previous step. When performing an Audience Analysis we work through these questions with clients, drawing out the answers based on previous experience.

STEP 3: IDENTIFY YOUR IDEAL CUSTOMERS

Now, at a crucial juncture for your business goals, it's time to identify your IDEAL customers. This step is of paramount importance, as it will guide you in prioritising customer groups based on the opportunities they present to support your business goals. This is determined by:

- Who can you sell the most extensive range of products and services to?
- Who do you understand best? This is a key factor. The more you understand a customer group's motivations, the easier it will be to engage with them in your marketing materials and convince them that you can serve them.
- Who do you have the most experience with? This is crucial, as it means you already have great case studies and the know-how to serve efficiently.
- Who do you have the easiest access to via existing networks/connections, cheaper advertising options, your existing CRM/email database or similar?
- Who do you prefer working with? A profile can include elements like attitude and communication style as well as age or industry.
- Where do you see an opportunity to serve? Is there is an industry or demographic that your competitors haven't conquered?
- Who has the simplest onboarding processes? For example, larger companies may have bigger budgets, but they usually take longer to make a decision, involve more people in the process and ask for more quotes.

As a result of this review, you could identify primary, secondary and tertiary customers groups. Prioritising in this way means you can design a marketing plan with activities that will attract your priority customer group.

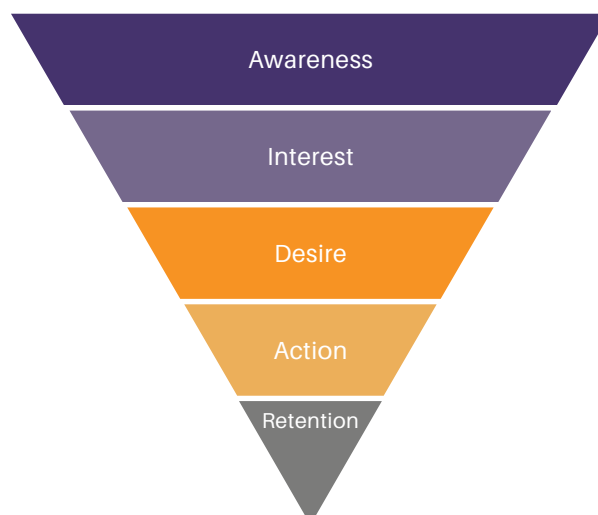


STEP 4: REVIEW YOUR PROSPECT JOURNEY

Understanding your audience allows you to assess and enhance their current experience with your brand more effectively, as you can view it from their perspective.

Building knowledge, likeability, and trust requires time. Generally, it takes an average of seven interactions for a prospect to transition into a customer. This process can be prolonged in B2B or service-based industries where switching providers involves greater risk. The customer journey may range from minutes to years, typically aligning with stages outlined by marketing frameworks. We favour the AIDA mode detailed below, though other models convey similar stages.

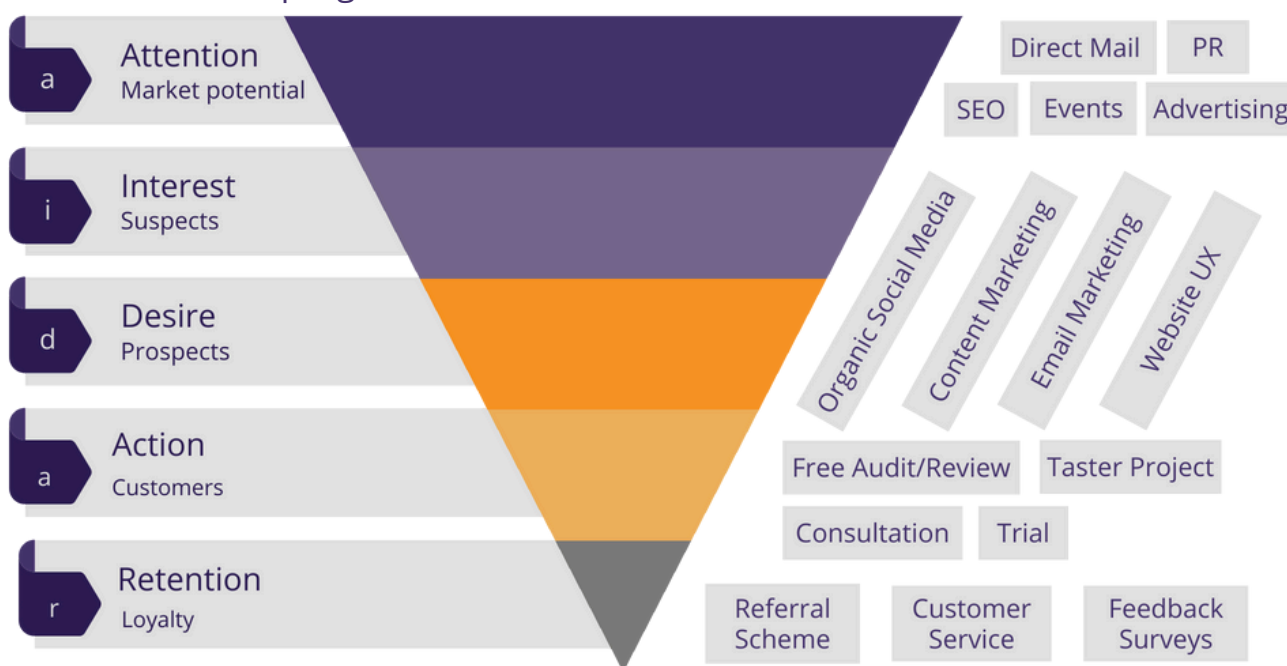
- Attention/Awareness: People might discover your brand while searching for a solution or through an advert. They could be detached at this stage, so not actively seeking your offering.
- Interest: They become more engaged at this stage and seek to learn more about your offering and company. They are more inclined to watch webinars and read guides and longer blog posts.
- Desire: They are driven to decide, thoughtfully evaluate their options, and invest time in understanding them more deeply.
- Action: They plan to purchase and are looking to secure their first step on the ladder. This might be your initial conversation with them. They may opt for a trial, schedule an appointment, or proceed directly with the purchase.
- Retention: While retention is not traditionally included in the AIDA marketing model, it is a crucial addition. Retaining existing customers is more cost-effective than acquiring new ones, and these loyal customers can serve as your most influential marketing assets.



STEP 5: CREATE A CONTENT PLAN

When evaluating your prospect journey, assess the marketing materials that guide your audience to the purchase point. It's easy to assume that marketing materials are effective at every stage of the customer journey, but they have the greatest impact when customised for each phase. Often, content is abundant for one stage, and there is a shortage for another, resulting in missed opportunities.

- Attention/Awareness: Digital ads, SEO blogs, PR, and Direct Mail initially raise awareness.
- Interest: Webinars, downloads, FAQs, email series and guides offer more information when interest grows.
- Desire: Demos, comparison charts, testimonials, and product videos help with evaluation and decision-making.
- Action: Trials, consultations and action guides simplify taking action.
- Retention: Automate feedback surveys, ensure quality customer service and create a referral program.



You might be attracting new visitors to your website through SEO, but find they don't return due to a lack of engaging content or a good email series. Prospects might reach the action phase, but the smallest investment feels too big, so they don't proceed. You may have a strong funnel, yet no repeat or referral business. Identify the gaps and the marketing content needed to enhance this journey, and create a content plan. As you do this, revisit the questions your customers have at this stage.

STEP 6: UPDATE YOUR MESSAGING

Now that you know what's driving your ideal customers at each stage, it will be a lot easier to write engaging messaging for each stage of the marketing and sales funnel and for each of the channels you've picked. If you've answered the questions in step 2, you can turn the answer to each question into a message to your customers. For example:

Has something happened to make them reach out to you? What's spurred them to action right now?

Have you experienced x, y and z

If this thing keeps happening and you're ready for x instead.

Are you...

What do they want to achieve as a result of working with you? Whether it's a service or a product, what is the desired outcome?

Do you want...

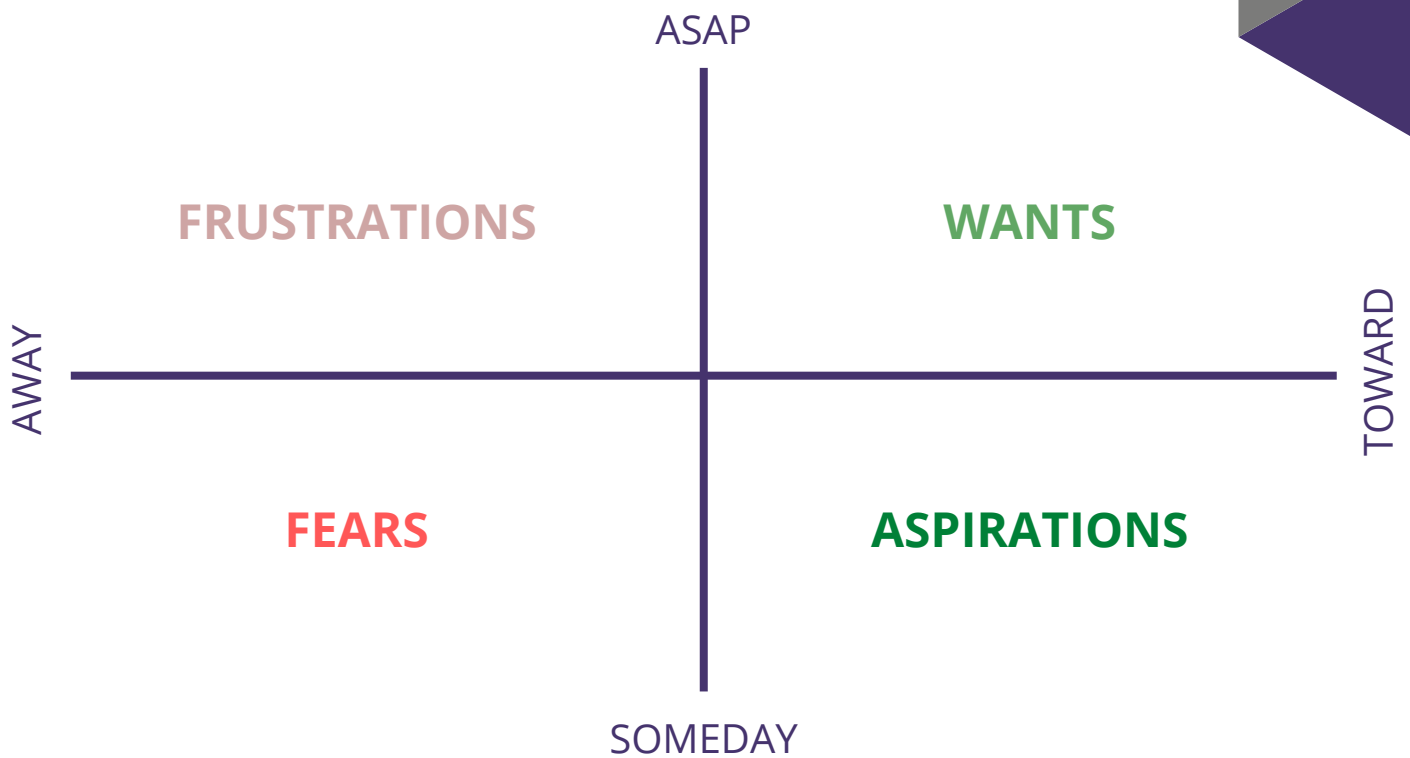
Are you ready for...

What concerns do they have about using your product? Often, it's price-based, around loyalty to an existing product/service, timelines or risk. Are there ways to reduce these concerns and reassure them?

You don't have to worry about x, y and z; we have [insert appropriate trust signal like a guarantee, case studies, trial details]

If you don't feel like you have enough to work with, despite step 2, you could use the following exercise to gain a broader range of understanding to turn into messaging:

1. FEAR: What keeps them up at night? What are the consequences of not solving the problem you can fix for them?
2. FRUSTRATION: What consistently annoys them? What would they pay good money not to have to deal with anymore?
3. INTERESTS: What are their short term motivations?
4. ASPIRATIONS: What are their long-term goals? How can you help them achieve them?



Once you have a selection of messages, you can apply them to your marketing channels to create

- A more compelling website homepage
- More engaging messages on social media
- A range of posts on your website touching on your customers' concerns at every point of the sales funnel
- Sales materials that speak to and reassure their concerns

TEST YOUR ASSUMPTIONS

Your profiles are based on what you THINK is going on for your audience. This means the work you've done as a result of this guide is a first step in a process that should continue to evolve as the understanding of your customers improves. Make sure you test your conclusions by researching your customers and industry.

You can do this by creating a survey using software like Google Forms with multiple choice or open-ended questions based on the profiles you've created. You can even ask for a testimonial at the end of the survey so that the research helps support your marketing aims in more than one way.

GET THE MARKETING SUPPORT YOU NEED

While this process may seem daunting initially, it's the most reliable way to deliver marketing that works. For most people, it even proves to be an enjoyable and fulfilling exercise as they eliminate uncertainty by tapping into insights they never knew they had access to.

Take The Customer Attraction Roadmap

If you need help implementing the steps in this guide or moving to the next stage of your marketing planning and production, you can join our flexible [Customer Attraction Roadmap](#) programme, which includes a broad range of options.

Call us on **01858 374 170** or book an [exploration call](#) to learn how it could work for you.

The Marketing Funnel Assessment

Developed to benchmark your current marketing funnel, identify opportunities to fix leaks and improve marketing performance.

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