CORNERSTONE MEDIA GROUP

Your Brand IN Demand!

4 Step Guide To Your Ideal Buyer Profile

1

What Is A Buyer Profile?

Let's Get Specific

The more specific your Buyer Profiles are the more effective your marketing will be.

- A Buyer Profile is a semi-fictional representation of your ideal customer for your business that comes from your existing customers, market research, customer demographics, behavior, motivations, industry norms and goals. It also comes from real data you have on your existing customer base.

- A Buyer Profile helps every aspect of your business in a variety of ways as it relates to marketing, sales, product devlopment and the services you offer. With this information you can better internalize their problems which allows you to better to relate to your customers as humans and their long term needs.

- Having detailed Buyer Profiles for every customer type you service has the net effect of providing marketing structure and gives you a competative insight to their needs to solve their problems. The more detailed your Buyer Profile is, the more effective it be to determine where to focus your resources, time, product design/devlopment that crosses over to every part of the organization.

- The result from all of this effort and time will allow you to attract more qualified prospects, visitors and leads that will become customers.

- The deeper your understanding of your Buyer Profiles the easier it will be to create the sort of binge content that will drive conversions to customers. Be sure to have some fun with this by giving them fun and memorable names!



2

How To Identify Them?

Ask & Research

Here are some practical suggestions for collecting the infomation you will need to develop effective Buyer Profiles

- Investigate your contact database and customers will help you to discover the trends as to how certain people locate, consume and interact with the content your are creating to establish your and your company as a Subject Matter Expert (SME).

- Interaction with every part of your team, especially your sales team, is the best source of information about the prospects/leads that eventually turn into qualified customers. What sort of things are they hearing as they are in the trenches every day.

- It's important that on your website and any form you are using to capturing data that you ask for the important Buyer Profile information. It may be as simple as, asking for a specific color and/or size on your forms to ensure you get information you can use to qualify and support their needs.

- Getting a chance to talk with prospects and customers in person, at a trade show or over the phone can give you some great insight to their needs. When you ask a series of specific questions about what they like and don't like about your products and/or services you gain buyer insight.





Give It A Try!

Here is your chance to create your very own Buyer Profile for your ideal customer(s). The best part is we are going to make it simple!

- So let's get started! Load this PDF on your computer and print out 3-5 blank sheets of pages 5-7 on your printer. You can also type in your thoughts on each page.

- The goal here is to start writing and often times you will use the back of the sheet as you discover the sort of things that motivate your prospects to become customer from your research. The more detailed and specifice this information is the easier it will be to move to the next step in your markting plans and strategies.

- Complete the each page in sequence as the build on the previous one. Also, you will need to do a second sheet if your provide products and services if the decision makers are both male and female as each have their own buying behaviors. Also be sure to complete the Sources of Information section for future reference of your information and data.

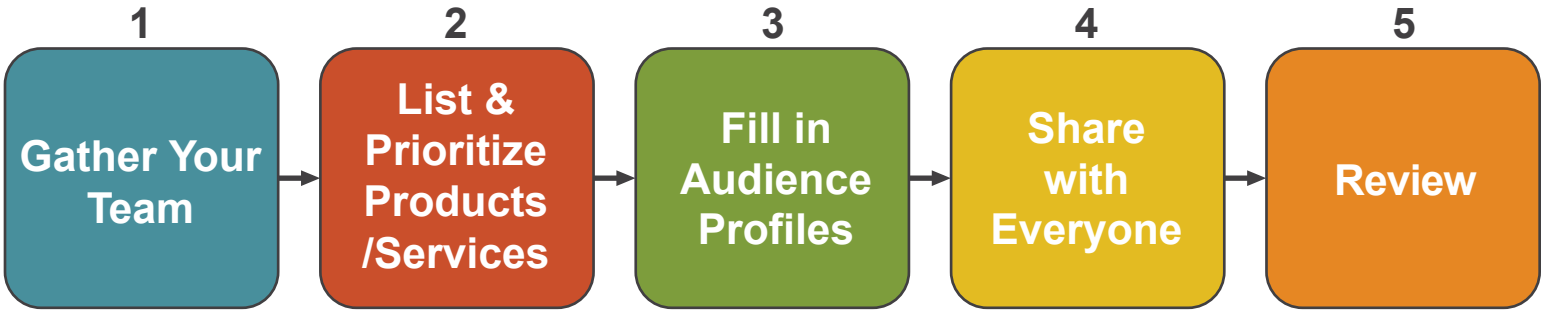
- Goals And Values section are the things that drive your customers lives as to what motivates them everyday to do what they do when they are lookinng for and potentially buying your products and services.

- Challenges & Pain Points are the problems that they are faced with and the pain it causes them personally to want to find a solutions to their problem in your products.

- Objections & Roles in the decision making process are very important factors to understand. Every buyer has a role to play as the primary decision maker or not. Pulling from every department in your company helps you to understand better the objections prospects have about moving forward with your comany. Knowing them allows you to have written responses to overcome objections and close more deals.

BUYER PROFILES

How to Create Audience Profiles Workflow



1. List Services/Group Audiences/Prioritize Chart

Product/Service: List your products or services, and note your costs and revenues to give you context for each item.

Audience: Note who buys each product/service. This could be a group name like “moms” or a list of demographics if that helps you get started.

Group: Once you have filled in the audience, note which products/services have overlap with your audiences. List the name of the audience to help you narrow down the number of Audience Profiles you need to create.

Product/Service	Audience(s)	Group

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BUYER PROFILES

2. Prioritize Audience Segments

Discuss any patterns you notice about who is buying or using each product/service to determine groupings of similar characteristics. Then rank your audience segments to determine their priority.

Audience Segments	Rank

3. Define Primary, Secondary & Flanker Audiences

Break out your customers into the categories below.

Primary Audience (s)	Secondary Audience (s)	Outlier Audience (s)
1.	1.	1.
2.	2.	2.
3.	3.	3.
These are your current customers who will likely invest in your product/service over and over.	This group includes who might benefit from what you have to offer and may occasionally buy from you.	This group includes anyone who still provides enough value that you can justify targeting them for future efforts.

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BUYER PROFILE

BUYER PROFILE NAME

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:



Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process:

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DIGITALMARKETER CERTIFIED PARTNER



Now The Journey!

So how do I use these new Buyer Profiles I just created to grow my business?

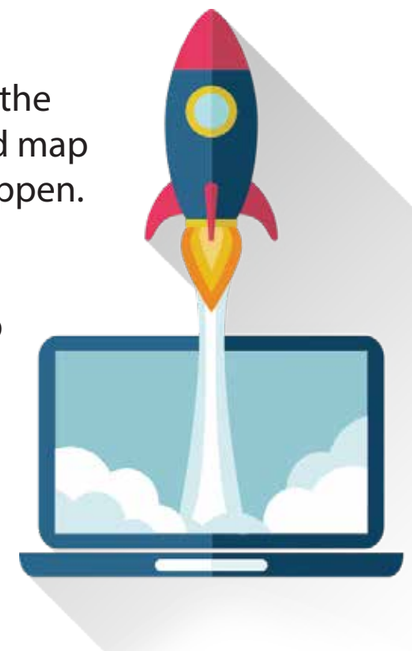
By now we hope you have completed several indepth Buyer Profiles to clearly indentify your ideal customer. Now the fun begins as you evaluate your current messaging and make the necessary changes, if any, to cut through all of the noise to make the stories about who you are more effective, why you do what you do and the many commitments you have to making sure your customers get real value and more from your products and services.

Still not certain if you got your Buyer Profiles exactly where they need to be? Now worries, we can help by offering your a FREE 30+ Minute Strategy Session to discuss that and more.

We know that companies struggle telling people what is that they do or say every day they are in business. We have a 7 step process that will help you clarify what you tell propects that will result more customers and will re-energize growth for your business. Best part is you have now completed step one in that process! Knowing who your customers really are!

What follows is the steps necessary to get prospects on the road to becoming customers by creating a detailed road map of what marketing your will need to do to make that happen.

For more information about creating your Marketing Road Map to getting more customers be sure to sign up for a FREE 30+ Minute Strategy Session Now!



Do You Have Any Questions?

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