Customer Profiles Instructions

What are customer profiles?
A customer profile is a way of describing a customer categorically so that they can be grouped for marketing and advertising purposes. By targeting advertising to a specific market segment, companies and marketers can find more success in selling a particular product and increase profits. As a short-hand way of talking about consumers, market segments are often represented by customer profiles.

Why are they important?
When running a business, it can be easy to get lost in the weeds. We focus on our products and services and tend to lose focus on the customer. When marketing our business, we should always be thinking about our audience and our ideal customer. The customer profiles exercise is a way to refocus on the customer; it also helps direct marketing and sales decisions, and can be a starting point for developing a strong strategy for your business going forward.

Key considerations
The examples on the next page and the Customer Profiles worksheet have us focusing on the top-level aspects of your ideal customer(s), but there are many way to categorize your customers that can prove useful. Consider if these categorizations are appropriate for your business and your customers:

Demographic: Attributes related to age, city or region of residence, gender, race and ethnicity, and composition of the household.

Socioeconomic: Attributes related to household income, educational attainment, occupation, neighborhood, and association memberships.

Brand affinity / Product usage: Attributes associated with product engagement on the basis of their behavior.

Psychographics: Attributes related to lifestyles, life stage, personality, attitudes, opinion, and even voting behavior.

Generation: Attributes related to a specific identifiable generation cohort group.

Geography: Attributes related to the geographical area in which consumers reside and work.
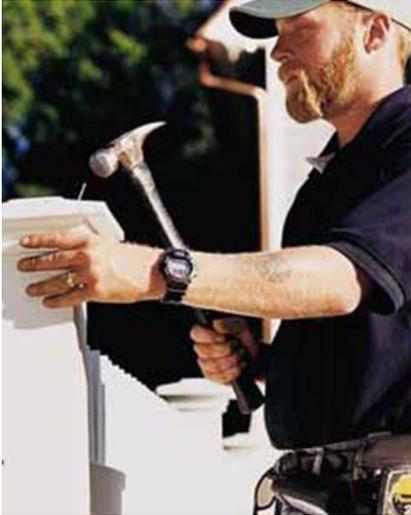
Geodemographics: Attributes that combine geography and demographics which may cluster into identifiable groups.

Benefits Sought: Attributes related to the benefits that consumers seek when they shop for products and services.

MARKET SMARTER.

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Customer: Fence Contractors

How do we reach them?
- Word of mouth (Networking groups/events, relationships, maintain good reputation)
- Google Search (Adwords, SEO)
- Industry Events (Trade shows, Continuing Education)

What Products are they most interested in?
- Chain link fence & accessories
- Ornamental fencing
- Vinyl fencing

What makes your company unique, and why should this customer choose you?
- One stop shop for all types of fence and accessories
- Only place locally with this type of inventory

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