

Identifying & Reaching Your Ideal Prospect

From your friends @

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Here's a question for ya…

Who's your ideal prospect?

Often, we hear answers like…

- The C-Suite
- Marketing professionals
- Anyone who needs financial planning
- People who want to be healthier
- Businesses who need IT
- People who drink coffee
- Financial professionals

- **We can help anyone!**

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A Major Problem

If you try to talk to everyone,
you never truly connect with anyone.

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Buyer Personas

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.

BUYER PERSONAS ARE NOT SIMPLY:

- Target markets
- Job titles/roles



There is no human element here. People want to connect with people, not data.

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BUYER PERSONAS ARE:

- Common behavior patterns
- Shared pain points (professional, personal)
- Universal goals, wishes, dreams
- General demographic & biographic information



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HOW TO CREATE BUYER PERSONAS

Talk it out!

- Dive into the details by asking some key questions about your prospects.
- Document your answers and discuss the “why” behind each.



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How to **start thinking** about your buyers…

Persona Detail	Questions to Consider
Facts	Age, Family (married, children) Education What is your job role/role in life? Your title? How is your job/role measured? What is a typical day like? What skills are required for your job/responsibilities? Who do you report to? Who reports to you? In what industry or industries does your company work? What is the size of your company/organization (revenue, employees)?
Behaviors	How do you learn about new information? What publications or blogs do you read? To what associations and social networks do you belong? How do you prefer to interact with vendors? (email, phone, in person) Do you use the internet to research vendors or products? If yes, how do you search for information?
Needs & Goals	What are you responsible for? What does it mean to be successful in your role? What do you value most? What are your biggest challenges? What are your objections to your product or service?

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Example: A Custom Closet Company Named…

The Closet People

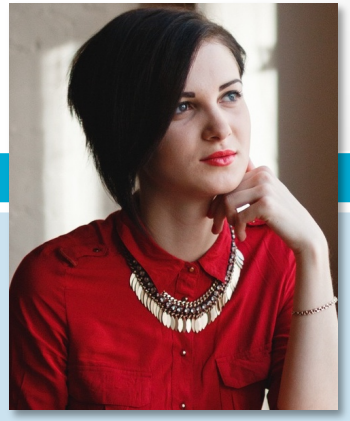




PERSONA EXAMPLE:
Busy Bianca

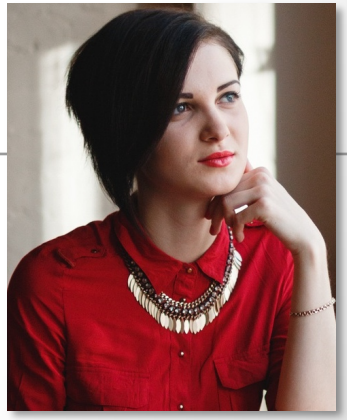


Busy Bianca



Persona Detail	Questions to Consider
Facts	• Successful, mid- to senior-level executive with limited time • Used to making informed decisions • Spends free time with family, friends, cooking, and reading • In mid 30s to mid 50s • Lives in suburbs with husband and two kids • Has expendable income
Behaviors	• Likes to watch HGTV for ideas, but rarely has time • On Facebook and Instagram, but only to keep up with family • Frequents Houzz and Pinterest for design inspiration when planning renovation projects • Relies on Google search to find company names, but vets them through her personal network • Only buys when something is clearly good/reliable/reputable
Needs & Goals	• Can finally afford finer things and wants to organize them well • Longtime plan to organize all closets, with particular attention to the master and the mud room • Husband might even want a garage solution, but isn't convinced yet • Wants master closet to feel like a calm and quiet place for selecting outfits each day • Wants space with ease of use • Wants low-touch sales process, but high-touch service • Will show off the finished product to friends

How Do We Engage Bianca?



Types of Assets

- Website
- Blog posts
- Ebooks and white papers
- Infographics
- Interactive tools
- Social media channels (Facebook, LinkedIn, Twitter, Instagram, etc.)
- Earned online coverage (PR, reviews)
- Brochures & mailers
- Ads
- Video
- Branding assets (logos, fonts, etc.)

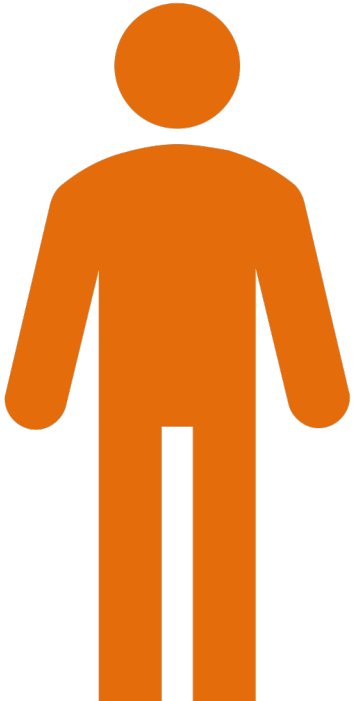
Sample Tactics

- Search Engine Optimization (SEO)
- Content Marketing
- Inbound Marketing
- Social Media Marketing
- Pay-Per-Click (PPC) Advertising
- Display Advertising
- Native Advertising
- Email
- Outdoor
- Mail
- Broadcast
- PR

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Bottom line:

Today's marketing landscape makes it easy to connect with people, but the options for doing so are numerous. Plus, current world events are rapidly changing how your buyers behave and seek solutions.



Know your buyers.

- ✓ Who are they (the real humans)?
- ✓ Where are they?
- ✓ How do they consume content?
- ✓ Are they actively seeking a solution? Do they need to be made aware that your solution even exists?
- ✓ Are they looking to buy today, or do they need time to educate themselves before they will pick a solution?

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71 N. Main Street, 1st Floor | Lambertville, NJ 08530
609-963-4004
www.imbuecreative.com