

# THE 2016 GUIDE TO ATTRACTING THE RIGHT CUSTOMERS AND MORE OF THEM!

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By James Rendell

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# THE MARKETING GAME HAS CHANGED. 2016 IS ABOUT *OUTSMARTING* THE COMPETITION, NOT *OUTSPENDING* THEM.

The rise of digital technology alongside the evolution of modern consumer behaviour presents an excellent opportunity for small and medium sized businesses to turn the tables on traditional marketing imbalances. If you have been trying to win the marketing war with your larger counterparts using TV, Print, Outdoor, or any other traditional marketing method, then chances are you are going to lose.

While there is still a place for these traditional methods, in this Slideshare we break down how you can focus your marketing budget towards Inbound Marketing, where instead of buying ads, or cold calling, you create educational content that pulls people toward your website where they can learn more about your offering by choice - allowing you to nurture them as you learn more about their needs, challenges, goals and behaviour.

# YOUR CUSTOMERS ARE ACTUAL PEOPLE

This seems so obvious, but many businesses focus on segmentation to a level where their marketing loses sight of the individual at the other end. This can often be the result of operating through the limited demographic data that traditional advertising mediums provide to you. The fact of the matter is that you need to look beyond age, geography and customer type and think of the their goals and challenges, were they go for information and what a typical day looks like for them.

This approach is called Buyer Personas. It is recommended that you give each Buyer Persona a fictional, generalised character which allows you and your team to effectively categorise your database based on a relatable and understandable categorisation - e.g. Marketing Matthew.



# Buyer Personas

When you categorise your customer base into Buyer Personas, you start to uncover enormously valuable trends which gives you a compass which will guide where to best spend your marketing dollar.

If you knew that your most valuable customers all go to the same bar on Friday's at 5pm, then you would be there, right? Well, without that knowledge you could very well be running TV ads during the early news and it would be a complete waste of money.

We have a free, customisable buyer persona template that will let you easily organise your research to create your very own buyer personas. With this template you can learn best practices for persona research and create beautiful, well-formatted buyer personas that you can share with your entire company.

[> DOWNLOAD OUR GUIDE FOR CREATING BUYER PERSONAS <](#)

# Start By Analysing The Data You Already Have

Quite often, many businesses have more data than they suspect. Start by reviewing any data you have collected which will be a good starting base for building out your personas.

Also look at your sales data to start to help determine your preferred Buyer Personas. Who is the most loyal, where do you generate the most revenue from, where do your referrals come from. The whole purpose here is to identify who you want to be doing business with so you can establish how to attract more of these customers and do less of whatever it is that is attracting the wrong prospects - your 'Negative Personas'

Now complement this data with surveys of your sales and customer service staff. They have invaluable insights which will help to define your Buyer Personas.

# Enhance Your Buyer Personas Over Time

Buyer Personas are never complete because they change as consumer behaviour changes, and evolve and become more specific as you learn more about your customer base.

The key is to just get started. **Use our guide** to help you develop your persona's effectively, and keep a commitment to evolving these over time.

Once in place, you should challenge your marketing through considering each investment against the likely engagement of your preferred buyer personas. Would Marketing Matthew be interested in that promotion? Is the design of that packaging something he would be engaged by? Would he want to download that guide?

Your Buyer Personas should be at the heart of all your marketing. They should guide the language, the visuals, the content and the mediums.

Through giving your Buyer Personas a fictional character, you can refer to them internally and integrate them into everything you do. Whether you have a big sales and marketing team or not, you need to make the commitment to this approach so you can truly focus on attracting the **right** customers.

# BUYER BEHAVIOUR HAS CHANGED

## PRE-INTERNET.

**Buyer:** Relatively uninformed.

**Buyer Journey:** Linear.

**Marketing Playbook:** Interrupt  
(cold calls and advertising).

## TODAY.

**Buyer:** Well-informed.

**Buyer Journey:** Fluid and  
random. Starts with Google.

**Marketing Playbook:**  
Thought leadership through  
content creation.



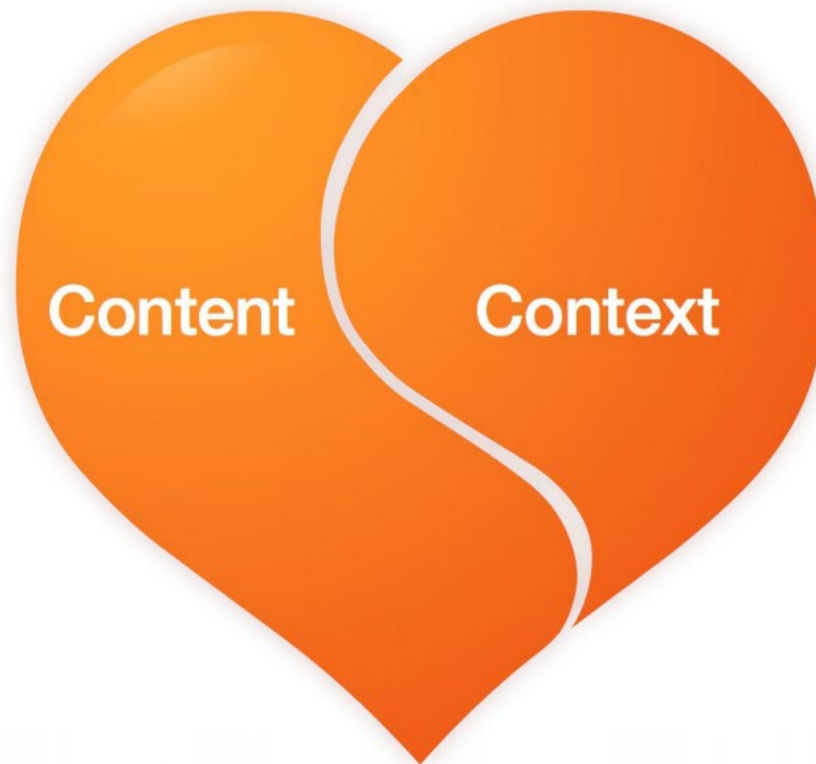
Think about your own experience. How excited do you get when you receive an unsolicited cold call. Better yet, how do you feel about making one?

**It's 2016. Time to market to others as you would have them market to you.**



# Inbound Marketing Helps You Reach Today's Buyer

Get found by qualified leads online with content (*website pages, blog articles, social messages*) optimised for search and social media.



Understand what content pulls your buyers through the sales funnel, and use that context to personalise your marketing at scale.

# Be A Resource, Not A Nuisance

By developing content that meets your preferred Buyer Personas interest, you allow them to view you as a thought leader and a resource. Their experience with your brand therefore, is far superior to those who are buying email lists, telemarketing and sending direct mail.

From here your Buyer Persona prospects are much more likely to provide contact details in exchange for your content, which provides the opportunity for permission based marketing to occur. Now, your emails are prioritised for genuine review, as opposed to being treated as SPAM.

Through providing consistency with this experience all the way through the buyers journey, customers are much more likely to connect with you on social media and share your content. This is where your marketing really starts working for you as you have extended your sales network to include these raving fans.



# DEVELOP CONTENT THAT MATCHES WHERE YOUR PROSPECT IS IN THEIR BUYERS JOURNEY

Awareness



Consideration



Decision

# Awareness

Everyone goes through a process when making a purchasing decision and there are various marketing models that categorise this differently. I find this 3 stage process is the cleanest way of categorising the buyer behaviour in a way that allows you to create targeted content specific for each stage.

The key understanding here is that there is no prescribed time period for progressing through these stages as there are a number of variables that will impact people, industries, products and services differently. In some cases it will be a matter of minutes, in others it will be years.

In the Awareness stage you need to be developing content that helps people define their problem, need or opportunity. At this stage of the Buyers Journey you should be focussing on content development such as:

- eBooks
- eGuides
- Research & Reports
- Educational Content

# Consideration

Once a prospect has engaged with your Awareness content, the objective is to nurture them to the Consideration stage.

In the Consideration stage, the prospect has clearly defined their problem, need, or opportunity. From here they are researching the available approaches/methods.

In the Consideration stage your content should focus on:

- Comparison Guides
- Podcasts
- Videos

Or other content that helps draw the prospect into identifying your solution as their leading option.

Because you have identified your Buyer Personas, you have great insight into the behaviours of your target and therefore, can select your chosen content type to speak effectively to them.

# Decision

If you have effectively nurtured your prospect to the Decision stage then you stand a great chance of being able to convert. However, it is important to note that you can have a new prospect engage with your Decision stage content, without having previously engaged with your brand at all. Developing only Decision stage content is a strategy adopted by many businesses, particularly when the product they sell is a known commodity and therefore, the level of nurturing doesn't preclude the buyer from doing their research on-line and then buying the product from the supplier with the cheapest price.

Unless you are in such an industry, I would advocate developing content for all three stages so that you can position your brand as a thought leader. Not only does it give you the capability to nurture the prospect through the buyers journey, but you get to set the the expectation for the service offering. In doing so, the prospect will likely benchmark the alternatives against you, giving you the upper hand.

In the Decision stage the buyer has defined their solution strategy and are researching supporting documentation, data, benchmarks or endorsements to help them make their final decision. Therefore:

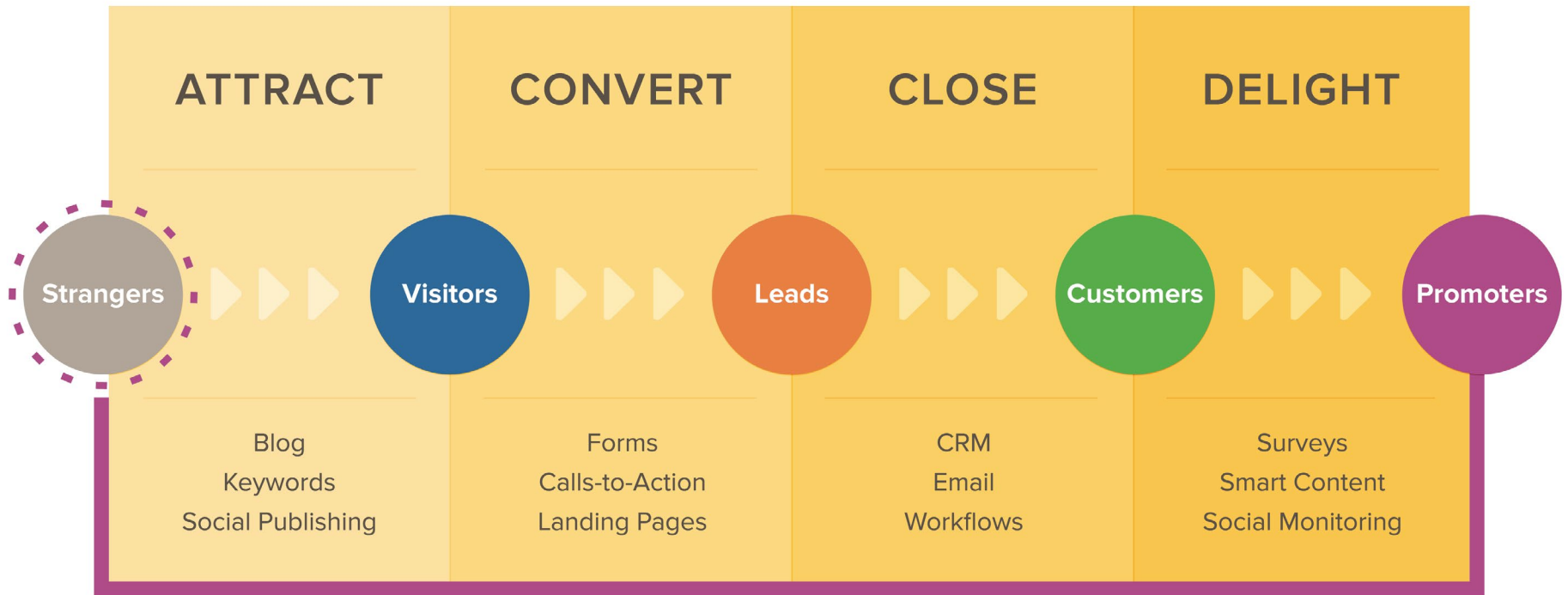
- Case Studies
- Trial Downloads
- Live Demonstrations

Are all highly effective content types to help you get the sale.

# INBOUND MARKETING METHODOLOGY

This all leads us to better understanding how the Inbound Marketing methodology brings all these facets together. The simplest and best way to summarise this marketing discipline is that it is **marketing with a magnet, not a sledgehammer.**

In the following slides we break down the first 3 stages of the Inbound Methodology and how it tracks





# Attract



The aim of the game is to attract people to your website that will become leads. Through understanding your preferred Buyer Personas you should focus on developing your website content with search terms that will draw people to your site.

Additionally, writing blog posts that help answer your Buyer Personas questions relevant to their stage in the Buyers Journey, will also generate inbound traffic.

Likewise, effective social media content tailored for your Buyer Personas with the right search terms and hashtags will also help you achieve this goal.

# Convert

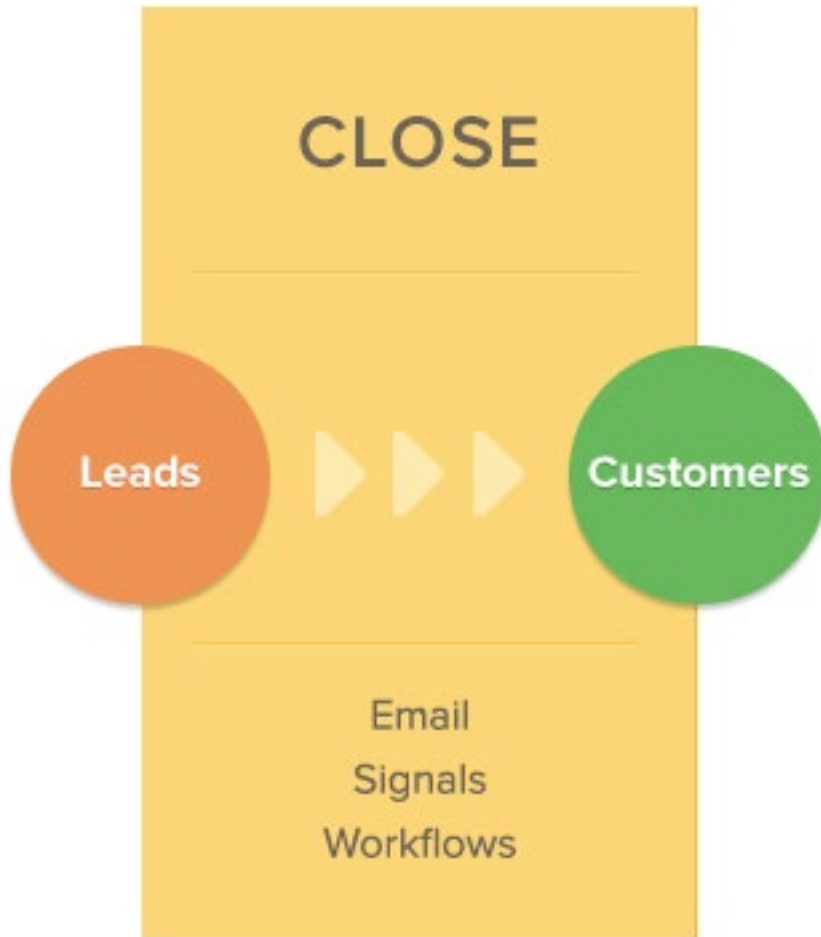


Once you have visitors to your website, the aim is to convert them into leads by capturing some of their contact details. The key here is to have enticing content offers that they want to engage with and will provide their details to receive.

Through objectively assessing the perceived value of your content offer, you can determine how much contact information to ask for in your web forms.

With eye catching calls-to-action and landing pages, you stand a good chance of converting.

# Close



One of the biggest challenges for many businesses is resisting the urge to move too soon. Think of your leads existing in two categories, Marketing Qualified Leads and Sales Qualified Leads. The key is to keep nurturing your leads until they are ready for a salesperson to reach out.

While the temptation to pick up the phone and make a call once someone subscribes for your blog is there, you must continue to nurture the lead with targeted (and with the right software, automated) email nurturing and social media interaction.

There are no pre-defined rules for what constitutes a Sales Qualified Lead, but through a realistic assessment of the necessary behaviours a lead should first exhibit, you can set a lead scoring framework so you are reaching out at the right time.

# CONCLUSION

While we introduced quite a few concepts in this guide, the key take away should be that you need a methodical and systematic approach to your marketing this year if you are going to achieve the results you desire. Through adopting an Inbound Marketing approach, driven off the development of considered Buyer Personas, you have the foundations for highly targeted marketing that you can test, measure and repeat.

There is no doubt the marketing game has changed and the businesses that don't adapt will be left behind.

Every business and every industry is different, which is why there is no one-size-fits-all approach. So highlight the parts of this guide which you feel you can tackle straight away and look at how best you can implement them to give you tangible results.

If you want to discuss anything you have read in this guide, or need some help getting started, please don't hesitate to reach out to us.

Happy Marketing!

**Co-pilot Marketing | 1300 766 777 | [info@co-pilot.com.au](mailto:info@co-pilot.com.au)**



# Free Inbound Marketing Assessment

Co-pilot Marketing are the trusted marketing partner for growing Australian businesses and we would like to help you reach your goals with effective marketing solutions that are suited to your business.

As a HubSpot Partner we provide Inbound Marketing programs that are focussed on helping you generate more leads, close more sales and delight more customers.

We offer a free assessment to help determine the potential success your business could achieve through Inbound Marketing. Click the link below to request your Inbound Marketing Assessment.

[Uncover Your Inbound Marketing Potential](#)