

Understanding your Customer

Key Takeaways

- Understanding your current customers is crucial to getting the most out of your marketing, if you don't know your customer then you can't create marketing to attract them
- Just because anyone could use your product or service, doesn't mean everyone is an ideal customer. Focus on the ones currently buying and dig deeper

Action Items

1. Find out why your current customers use your product
2. Keep it short and simple, gamify it if possible
3. Use a combination of surveying and in-person where possible to get qualitative and quantitative data
4. Use the Campaignware Survey template

Example: Survey for a Photo Sharing App

WHO ARE MY USERS?

Are they businesses? Consumers?

Parents? Siblings? Friends?

Demographics?

WHAT ARE THEIR HABITS?

Are they already sharing photos on social media?

Do they create content or just share?

WHERE ARE THEY ACCESSING FROM?

Mobile or Desktop?

Where do they spend time?

WHEN DO THEY NEED YOUR PRODUCT?

Is it a time of day?

During a big moment in their child's life?

WHY DO THEY NEED YOUR PRODUCT?

Do other products not meet those needs?

Do other products exist to fit their needs?

HOW DO THEY ACCESS YOUR PRODUCT?

One time download?

Web App? iPhone app?

Example: Use the Campaignware survey template, and fill out the table

List your customer types?

Why do they need your product?

When do they need it?

How do they use it?

How did they find you?

What alternatives did they consider?