Quem é seu cliente?

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Content marketing is an essential tool for the success of any business. Knowing your customers, the buying habits, the desires, and desires of a specific group, will define the best approach with the least possible investment and the highest financial return.

"Don't leave money on the table." This catchphrase used by marketers reflects what this book will teach you. Make the most of your investments and explore your company's most important sector, the sales sector!

In this summary, we will talk about who your ideal customer is and what are the most relevant information to collect about him, how to segment customer groups, how to define the value proposition of your service or product, how to observe market segmentation what you are included in and how to get the psychographic and behavioral segmentation of the desired audience.

Score

9

9 Aplicability
8 Inspiration
9 Innovation
9 Impact on results
9 Structure

Main ideas of the book

- The definition of the ideal customer for your company is exclusive and must be thought of with a clear objective;
- The main buying patterns of customers must be observed with caution so that they can be tracked and used;
- From the use of demographic, geographic and psychographic data, we can obtain greater precision in marketing;
- Proper market segmentation with a specific niche, unique, selective, local and wide coverage ensures that your product reaches the right people;
- The difference between the prospect and the buyer persona is that the first is someone who can be my customer and the second is who will be my customer.

To whom is this book indicated?

If you have already bought something or want to sell a product, you have certainly gone through the customer service experience. Therefore, you know that the sector that will guarantee your company's profit and that has direct contact with the customer is the sales sector.

Thus, the work "Quem é seu cliente?" inserts you in the context of advertising targeted at growth hacking producers, sales professionals and content marketing teams, in addition to digital companies. In addition, it gives you examples of how to make these possible applications, through examples from real companies.

Overview of the book

Overview: Who is your ideal customer?

The profile of targeted marketing consists of various data such as the right people, the right time and the main message. Therefore, the segmentation of a target audience is something thought by the marketing team to define the buyer persona.
Sales are the essence of a business and without this sector, the company does not develop, therefore, nothing more necessary than discovering the appropriate language to attract ideal customers.
Therefore, the cost of winning the ideal customer must be in line with the company's purposes and this winning process consists of conducting primary and secondary research on customer trends.
These researches previously mentioned are constituted by sentimental behavioral data in the first instance, and secondly, daily patterns such as the behavior, motivation, dreams and goals of future customers, with the obtaining of this information it will be possible to generate knowledge about what the company can do to achieve them.
Social networks and Google Analytics can help with these surveys to get to know the target audience better, with relevant information such as age group, profession, housing and habits, in addition to interviews with customers, suppliers and partners.
After knowing the characteristics, it will be possible to observe the influences on the purchase pattern, and then, we will be able to identify the problems with the prospecting of the leads and solve them.
Soon, there is the doubt...

What kind of information should I collect?

Author Cristiane Thiel makes it clear that each company is unique. Empathy with the public to collect this information must come from common points, as a way of making life easier for people who will buy your product or service.
This must be done in conjunction with the company's value proposition that will guarantee not only a good deal but a difference in a person's life.
You can find out what media these people use, social networks, and what are the objections of customers who have not yet made the purchase. Therefore, you can find out the reasons for each negative until there are no more objections.
So we can analyze this information, but ...

Which questions really matter?

Who will buy from them? What will they buy? When did they buy? Why are they buying? What prevents them from buying? How are they buying?
These are the questions that guided the creation of an ideal customer profile, being the one who will most benefit from the purchase of the product and in which the company will obtain the highest profit on the sale.
In order for marketing to be more effective and to be well regarded by other buyers, the purchase has to offer a customer experience and not just technical characteristics and disconnected from the experience.
Therefore, this profiling must be done with real data and aligned with sales marketing efforts.

Overview: Customer segmentation

Customer segmentation consists of organizing customers into groups to create a Business Model on Canvas and define what are the needs and behaviors observed so that the service provides value and solutions.
The Business Model must contain the customer segment, the value proposition, the channels for serving customers, the relationships established with customers, the key results and the revenue streams.
It is very important to pay attention to the context that society is going through, customers' purchasing power, and the time for decision making. Only in this way is it possible to create a personalized communication in a sales funnel.
The priorities of the information will be defined by the economy of the resources of the company. And keeping in mind that the "customer is the focus of any business"!

Customer Segmentation Strategy

Customer division strategies can be done in groups as follows:

- Demographic (Who are the people, their characteristics in common);
- Geographic (Where these people live);
- Psychographic (Why do they look for your product or service);
- Behavioral (How and when they will be willing to invest);

Also, working with the client's contexts:

- Know the difference between subscribers, leads and customers;
- Know the different levels of involvement;
- Determine the best approach for recognition;
- If necessary, rebranding the brand.

Overview: Market segmentation

The STP Model (Segmentation, Target and Positioning), most commonly adopted, consists of identifying the profile with the definition of the desired group and the optimization of products and services according to the group.
According to the author Cristiane Thiel, "you cannot be everything for everyone, so try to serve a specific group and you will end up making bigger profits."
There are also other factors to be observed in demographic segmentation: age, gender, education, occupation, income, religion, marital status, birthday or ethnicity.
This segmentation will influence the age group of consumers, whether the products will be for young people, the elderly or children, or also at the educational level for people with a higher or high school diploma. Nevertheless, income will also be a predominant factor due to the economic class and the purchasing power of the population, as well as ethnicity and the appreciation of different cultures.
In geographic segmentation, the factors are country, state, neighborhood, region or climate. This segmentation will influence the geographic distribution of the company's products and services through the physical location of the company, such as the best allocation of products for faster distribution and decrease the time between processes ranging from packaging, transportation and distribution, in addition to weather conditions which the products will be conditioned.
In psychographic segmentation the factors are lifestyle, values, personality, activities and opinions, buying behavior and interaction with the brand.
This segmentation will influence the destination of marketing actions, such as where to place the ads, which way the people desired by the company deal with difficulties and which values and principles they value.

Focusing on the Best Customers

Efficient service ensures greater profitability, growth potential and reaches in delivering the company's value. Thus, there are the specification strategies where the niche markets operate.
The niche markets are characterized by being very specific and having fewer customers, which means less liquidity and also higher prices. It can be said that the more specific, the higher the coverage value for such quality and, consequently, the less the competition will be due to the risks of the enterprise, that is, this type of segmentation provides excellent service, with a high cost and low demand.

Position your Offer!

Why buy your product and not the competitor's? What is your value proposition? Have you ever heard of a positioning map?
These questions must meet the desires and needs of each segment of the market and also the expectations of consumers.

Market Segmentation Models

The Single Segment model consists of obtaining a special reputation so that it is possible to be an expert only in a single business or product. Marketing must also be specialized and experienced in that sector. High yields can be obtained, however the risks associated with political, economic and climatic barriers are greater, as an example the author Cristiane Thiel cites the Red Bull brand.
Another model presented in the book "Who is your client?" By Cristiane, is that of Selective Specialization, which consists of addressing the list of segments that generate profits in the company.
The company must continue to invest and prioritize a target segmentation list of customers. This opening generates greater opportunities and consequently reduces risks, an example of Selective Specialization is General Motors.
Known to be from an active market group we can cite Johnson & Johnson as a model of Market Specialization.
They have a single group of customers in particular and cover this sector of the market with hygiene, pharmaceutical and health products. This tactic is widely used by large companies with their own factories and already consolidated in the market.
We can also observe the Wide Market Coverage companies, where all groups of customers with all the products they need are offered, such as the company Maybelline. It provides brushes, personal care products, makeup in various ways, as well as beauty products in general.
Generally, they are companies with large industries supported on a solid market and with constant investments both for improvements and for attracting new customers.

Market Segmentation Levels

The needs, desires, range of options, characteristics and behaviors of customers can influence Mass Marketing, being so much in the production, distribution and promotion of products that are designed for this audience.
Thus, it can also be considered segment marketing, where the differentiation of products and services occurs with a specific focus on disclosure to the target market.
This segment marketing can take place through Local Marketing that is based only on the location, where strategic deposits of goods must be made to serve the region's consumers more quickly. Generally, this type of marketing is applied to geographic and unique segments as well, as it ensures that small companies obtain visibility and a greater projection of growth and familiarization with the local population.
However, it has a high cost due to less production and less competition and can be exemplified with the hotel and restaurant chains.

Individual Marketing

Individual marketing can be done for customers in niche markets, through sales professionals and specialized IT. The loyalty and preservation of the brand can be guaranteed by observing the specific lifestyle of the buyers and with this a way to expand the most profitable areas of the business.
Steps for individual marketing:

1. Segment your market in groups;
2. Choose the group you want to reach;
3. Identify how you want to position your product on the market.

Overview: Psychographic Segmentation

The personification of the shopping experience generates affinity with the brand, in addition to providing benefits for customers and the company. By combining the rational act of shopping with a unique sensory experience, the company ensures that other areas are associated with the purchase, such as the feeling of pleasure and satisfaction.
The interaction with which people make purchases generates incentives for them to continue buying and creating good memories.

What is Psychographic Segmentation?

Psychographic segmentation aims at better communication with the client, as there is the intelligent targeting of keywords and neuroscience applications with design to discover how people choose and compare products or services.
The interests, activities and opinions, passions, hobbies, affiliations and hobbies, in addition to the varied interests and knowledge of the daily routine of customers, facilitates the creation of purchasing patterns.
When sharing a point of view about a certain situation or product, search engines can associate and target the best product to the customer.
People want to share their opinions! A tool that is successful polls. The company's position in relation to subjects and values when combined with demographic and psychographic data can produce effective marketing.

Overview: Behavioral Segmentation

Customers follow a specific buying pattern in common and we call this the consumer lifecycle stage. The company needs to take care of the entire purchase process, from customer acquisition to after the final delivery of the product.
When performing this monitoring it is important to make sure that this monitoring is constant, with the current times the competition becomes increasingly fierce!
Engaged profiles, or lawyers, are loyal supporters of the brand, product or service. They buy frequently and actively promote the brand, generate favorable insights and shopping habits.
In addition, they help other people to make decisions, they also maintain a level of complexity of high involvement and provide more knowledge than research.
The book “Who is your client?” also talks about a phenomenon known as reduced cognitive dissonance, where customers create a conflict about the purchase, they are satisfied, but they think there is something better out there, despite being familiar with the purchase and the company.
So, we have to think about something very important ...

The Buyer's Journey

The buyer's journey goes through 5 stages:

1. The awareness, where we learn about the customer's needs;
2. The consideration, in which we think about the solutions to the problem
3. The evaluation, where we ask what is the best solution among the possible ones;
4. The purchase, which is the execution of the process in which you know exactly what you want to buy;
5. Post-purchase is the monitoring of the customer's final satisfaction.

These steps, as stated earlier, are vital to the company's growth. From the first contact with the disclosure of the company, opinion polls about the product or service, the development of a relationship with the customer, and consequently, inspiration and retention are part of the consumer's journey.

Overview: Who is your client?

After all, who is your customer? And more importantly, who is not your customer?
After learning all these strategies, you must consider your company within some of these segments and thus ensure that your business profile is adequate and favorable to the public. So here are some insights on Buyer Persona!

Buyer Persona: 5 Insights

Conversions are repeated, regular purchases from customers who have been satisfied with the acquisition. They are generally used to convey credibility to future customers. It can be said that it is a social proof trigger, where people have good examples that previous purchases were good and that this experience can be repeated.
Therefore, it is important to align customer expectations with the company's objective. So, here are 5 insights given by Cristiane to define who her client is:

1. **Motivation:** create an estimate of the time, budget and energy that the customer is willing to have to buy your product. You should look for 3 to 5 problems and specific reasons to solve them!
2. **Gains:** the expectation of the results that the buyer expects to achieve with the purchase and benefits ... And do not confuse benefits with gains;
3. **Objections:** identify why the buyer chooses your product, ability to identify and understand your buyer's objections, creativity, proactivity and competitive advantage;
4. **Decision making:** the buyer researches, has previous experiences, creates criteria and searches for specific product characteristics;
5. **Purchase process:** identifies who are the people who have a stake in the choice and the level of influence of each one. It goes through the purchase journey, in which the sources of information that the customer seeks to answer their doubts about the product must be known by the marketing, which must document the steps and identify them with the profiles of the customers.

User Empathy Map

Davy Gray has developed a business model that seeks to understand and put himself in the customer's shoes, takes on discussions about the user's or product's needs and their beliefs and emotions.
In addition to condensing data for specific purchase objectives, an empathy map must be very intuitive in order to assist in the production of content, advertisements, events and courses!
How to create an empathy map:

1. Establish focus and goal;
2. Understand your customer's environment;
3. Explore triggers on your mind and feelings;

Always focus on your customers! They can look for another supplier!

What do other authors say about it?

In the book "**Customer Obsessed**", by author Eric Berridge, you learn what the customer experience is. This book is a great guide to complement the learnings of this summary, as it addresses the future of sales technologies that are sales in the digital world.

The work "**Feitas Para o Cliente**", by the authors Roberto Meir and Daniel Domeneghetti, tries to demonstrate how the valorization of the customer is extremely important for the success of a company, how the satisfaction of purchase influences the future results and the future of marketing for customers and investors.

Finally, in the book "**Positioning**" by Al Ries and Jack Trout, which talks about creating a profile for the company, it reveals the differential that a marketing position can achieve for successful communication with the target audience.

Thus, it becomes easier to establish a connection with the client, as mentioned in the book by the author Cristiane Thiel!

Okay, but how can I apply this in my life?

- With the segmentation of customers, we guarantee to track with greater precision, personalized experience, saving time and money, as well as brand loyalty;
- The customer has a life, hobbies, previous experiences and desires, and your product must be aligned with these characteristics and must be focused on a good value proposition!
- Look for engaged profiles, or lawyers, they are the loyal supporters of the brand and can be great allies for the rise of your company!

These applications will give you room for growth within the market that is currently more and more competitive! Remember what Cristiane Thiel valued most in this book, you should always focus on the customer!

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