



## Your Ideal Customers

Have you ever thought “who are my ideal customers and how do I find them?”

An ideal customer is one with a high propensity or motivation to “buy” from YOU. But before they buy, they have to be able to find you. You must appear on their radar and while finding is one thing, getting them to part with cash, is something else.

For them to find you, depends largely on where your customers hang out. Online, they are searching for you. Offline, you’re searching for them.

Various techniques and methods are available:

Sponsored adverts	SEO	Brochures	Classified ads
Web links	Affiliates	Seminars	PR / Flyers
Webinars	Email	Newsletters	Networking
Social networks	ezines	Magazines ads	Yellow pages
SMS	Viral marketing	Word of mouth	PR / TV / Radio
Video marketing	RSS	Cold calling	Business cards

...and many more.

But which is the most potent?

Online! Not only is your potential audience far bigger but your marketing can be more targeted, avoiding the spread shot advertising approach common with many offline methods.

But in reality, most SMEs will use a mixture of on and off line as an audience is never heterogeneous. As they say, one size does not fit all. The deciding factor is what works best for your ideal customers and their search behaviours, as these will give you the best pay back. Some unfashionable promotional techniques like faxes work well for the likes of small building contractors, where pay per click fails because their clients don’t use computers.

Whatever business you are in, in challenging economic times you must promote yourself otherwise you become invisible. Once you cut back, you’ll drop off the radar of a potential customer (called a prospect). Someone else will then step in and take your place. What matters is remaining visible by any means affordable.

Websites are now the preferred way of showing off how you can help prospects and a good promotion will put out clear signposts to guide them to and through your advertising message. Add a strong call to action that encourages them to buy or pick up the phone and you’re in business!

But a website doesn't guarantee a sale. You have to do more. One of the reasons why small or new businesses struggle to find the right sort of customer is because they have no buying relationship with them.

Why is this? Well, prospects may not see your adverts. They may not be interested. They may not be ready to buy now or they simply ignore you because they haven't heard of you. If they don't know you, why should they take the risk? What makes you so special? You have to tell them.

Websites aren't just for advertising your wares, they allow prospects to check you out and build confidence without the need to actually talk to you or get involved in a sales pitch if they don't want to.

This is where your marketing has to convince them. A website with a vague "we do everything" approach is a real turn off because generally, prospects have one major problem they want solving so if you bang on about you, they're never going to buy. Your website and promotion is for their benefit.

Concentrate on what your ideal customer would want (not the whole world) and fashion your words and design to reflect how your strengths answer the sort of problem you know they want solving. It's not traffic you need but high quality traffic that converts into sales.

Remember, just because you think you're the best doesn't mean they do. A well thought out marketing campaign combined with a website for the prospects' benefit works best. It breeds confidence and attracts the sort of people you want, deterring those you don't. It makes lead generation cost effective and improves sales conversions.

Okay, you're not going to win every contact, but successful business is about percentages.

Finding your ideal customer and converting them into a sale may not happen today but if you're still on their radar 6 months later (because you worked at it with email articles, follow up calls, etc) when they do need your services, you'll be well placed to help.

Your message, your "unique selling point" should resonate with their "unique buying requirement". What you supply matches exactly what they want. You've found their itch - now scratch it!

If you'd like to know about attracting more ideal customers and make it happen:

call: **01925 262 800** or simply reply to this email to [gerryw@flyingveemgt.co.uk](mailto:gerryw@flyingveemgt.co.uk)