

In Bed With Your Customer

Aim : Know your customer intimately.

For : Sales, Marketing

Time : 40 minutes

The better you know your customer, the more effectively you can communicate with them. This simple exercise will help you create an accurate customer profile and identify the best opportunities (which locations, moments and media) to connect them with your brand.

You aren't a number and neither is your customer.

No doubt you can already define your customer by sales segmentation criteria (business type, size, location etc). Now you are going to change your DMV into a person. Here are a few prompts to get you going...

Is it a he or a she?

How old are they?

Are they married? With kids?

Where do they live?

How much do they earn?

Are they well educated?

Where do they buy their clothes?

What political party do they support?

Where do they go on holiday?

Spend a day together

It's a typical working day for your customer....

Where do they wake up? (Home, Hotel, Office)

What time do they wake up?

What's their morning routine? Kids?

Do they have time for breakfast? Reading the paper?

How do they get to work?

How long does it take?

Where is their office (city, rural, oil rig, slum?)

What is the first thing they do at the office (email, coffee, meeting, toilet?)

Ask as many questions as you need to paint a detailed picture of your customer's typical behaviour. From the moment they wake up until they go to bed. It's important to include both private and business life.

What do they watch?

Now go back to the start of their day and identify all the media your customer is exposed to from the moment he/she awakes - e.g. breakfast radio/TV, metro newspaper, posters, internet etc.

Identify the moment your customer purchases and uses your product/service.

When are the moments your customers presently receives communication from you?

Cross reference your current communications strategy with the opportunities your exercise has revealed. You might be surprised.

We are each confronted with over 10,000 communication messages a day. We remember only 12. We make sure your message is one of those twelve.

Download more Brand Manager Tools from www.tanbranding.com

If you'd like more information on any of these tools, or would like a workshop for the rest of your colleagues, please contact Kyle Talbot on +31 (0)30 230 30 20.

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