



Know Your Customer, Grow Your Sales

Focusing on the needs of under-served or "niche" markets allows creative entrepreneurs to cash in on the vacuum left by major companies who don't care to cater to those narrow segments. However, if your company is more of a mainstream provider, you can still use a customer-driven approach to refine your marketing strategies and make them more effective by asking these questions on an annual basis:

- How clearly do we understand our target customer's basic demographic profile? Think: age, gender, education...more or less the data collected by the US Census Bureau.
- Have we developed this profile more sharply by seeking valuable "psychographic" information? Why does our customer buy? How does s/he make the buying decision?
- How do we determine customer satisfaction? Are we committed to growing a long-term relationship with each customer, characterized by repeat sales and referrals?

You may find that your company simply does not have the tools in place to begin to collect and analyze this data. It's not too late to start, and the results will probably be worth the effort.

Looking at the life cycle of suspect to prospect to customer, your company can identify one or more simple devices to capture the information you need. These may be sales promotions, comment cards or exit surveys, to name just a few.

If your business is already growing, it may be tough to justify the expenditure of time or money. However, what you learn about your customer can lead the way to more effective marketing, better customer service or may even give birth to new products or services.

Looking for ways to boost your marketing effectiveness? Call us today for a free consultation.

Onward & upward

Leigh Kramer

Pilot

leighk@helicoptermarketing.com