

The Ultimate Guide to Understanding Your Customers:

The Brand Insights™ You Need to
Connect with the Customers You Want

Understanding your customers is the first step in designing your sales and marketing process to effectively grow your business. The [Brand Insights™ process](#) is the first step to uncovering the communication gaps between your company and customers, preventing you from growth.

Below are key questions you need to answer BEFORE developing a marketing and advertising strategy.

Awareness

Who are the ideal customers of my business?

- > The demographics (age, gender, location, interest group, education, etc).
- > Knowing who your customer is will help you craft your messaging and distribute that message to the various mediums your customers engage with.

What need does my product/service fill for my customer?

- > Uncovers the pain points ultimately leading them to seek a solution.
- > Provides help with language in messaging.

What other companies will my customers find when searching for my products/services?

- > Do you offer a superior product/service? Where do you fall in price comparison?
- > What language are my competitors using to drive business?
- > What indirect competitors are considered that you may not be aware of?

What terms are my customers using when searching?

- > Knowing the terms your customers use will allow you to craft your messaging in ads or on your website to drive traffic.
- > Some terms may be slang (i.e. trucker vs truck driver).

How are my customers finding my business?

- > Search Engines (website), advertising, social media, word of mouth, etc.
- > This will help make your marketing efforts more efficient.

What media does my customer use in finding other products/services?

- > This will provide other advertising opportunities you could consider.
- > Gain insight into media your leads/customers use.

Consideration



Why did the customer consider my product/service to be the right one to meet their needs?

- > Gain messaging insight into what resonates with your customers.
- > Understand why they believed your product or service could have solved their need.



What are the top fears, questions, or concerns my customers had before buying?

- > Use your messaging to mitigate any doubt for new customers.
- > Answering questions before they ask will lead to trust.



What other alternatives did my customers consider before choosing my company?

- > Knowing what leads to customers' consideration can help you differentiate yourself from the competition.
- > Uncover the top reason you were moved to the "short list."

DECISION



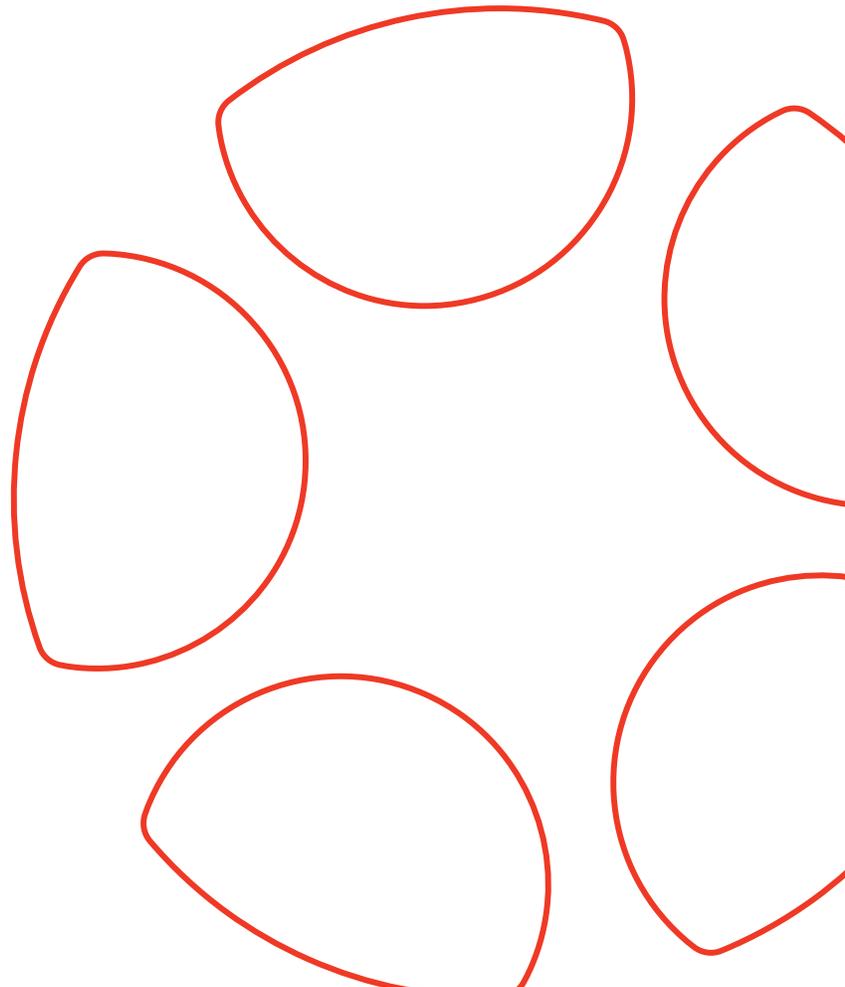
What was the deciding factor leading to purchase?

- > Price? Trust? Sale? Solution? Why did your product stand above the rest?



What are the top benefits that influenced my customers' decision in buying?

- > Your customer may share benefits to your product you have never considered.



RELATIONSHIP



What are the struggles your customer may face after their decision?

- > Are there common problems or concerns? This can be a sign of a larger problem.



What are the strengths of your product/service?

- > You may think you know, but pre-conceived strengths can often lead to gaps in expectation versus reality.
- > Always remember your customer's perception is the only one that counts.



How does the customer feel your product/service could improve?

- > This is one of the most important questions you could ask.
- > Yes, it calls out negative aspects, but the intent is to gain insights into opportunities for improvements you may have not considered.
- > Some of the issues customers face may not even be with the product/service itself, but rather the sales process. Finding these barriers will help lead to a better end product.

OTHER....

This is just a sample of the research that can be done to bridge the gap between your company and your customers. Uncovering the answers to these questions will provide you with the information you need to properly plan and position your marketing strategy.

Having the time to interview your staff and customers can be difficult. I'm sure, like most, you struggle with working *IN* the business rather than *ON* the business. Beyond that, a neutral third-party insight can help you to uncover more details and honest answers. Element212 can help your business with our Brand Insights™ process and provide you with the tools you need to develop and implement marketing strategies that truly reach and resonate with your customers. We welcome you to reach out at any time to learn if the Brand Insights™ is right for you.