

**st★rfish**

**Getting to know  
your ideal customer**





## My Ideal Client

Your ideal customer is your target market. So, it's important to clearly understand who your ideal customer is.

To identify who your target market is, answer the questions below. Then use the answers to describe your ideal customer.

Answer the questions below and use the answers to describe your ideal customer.

### Who are your top ten most profitable customers?

Note, if you don't have ten, just enter your most profitable customers. If you are just starting out and don't have existing customers, you can skip this question. Or, you can put names of people you know who would be your ideal customer.

Rank	Name
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

### What are the common characteristics of those customers?

Enter details as appropriate.

Age	Location	Gender	Income	Education
Marital status	# Children	Ethnicity	Occupation	Social Life
Business Type	Business size	Networks	Health	Interests
Other				



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### What values do your existing clients hold?

Integrity	Hard work	Communication	Consistency	Community
Dependability	Reliability	Loyalty	Commitment	Open-mindedness
Efficiency	Innovation	Creativity	Humour	Compassion
Adventure	Motivation	Positivity	Optimism	Passion
Respect	Courage	Education	Perseverance	Environmentalism
Family	Self-reliance	Action oriented	Caring	Responsiveness
Respect	Trust	Flexibility	Quality	Professionalism
Power	Wealth	Connection	Freedom	Independence

### What is important to them?

Consider their values and identify behaviours and personalities that occur because of those values. Then, based on those details, describe what is important to them?

Type 1	Type 2	Type 3



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What problem are you solving for your existing customers?

1	
2	
3	

What are the top three reasons they buy from you?

1	
2	
3	



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Where and when do your customers do their research on who can help solve their problems?

How to find out where your ideal customer is playing

- ★ Search for relevant hashtags and key words
- ★ Look at your successful competitors – is their target market the same as yours, where are they active
- ★ Run polls on your socials – ask them which platform they prefer
- ★ Ask your existing customers – the ones you know are active on social media
- ★ Join groups – Facebook, LinkedIn then connect and engage
- ★ Look at your Google analytics
- ★ Check your links on emails
- ★ Use your insights

Circle the appropriate answers.

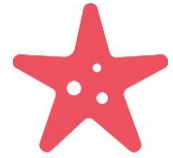
Google	Local Chambers	Networks	Family	Friends
Facebook	LinkedIn	Instagram	Pinterest	TikTok
Snapchat	Competitors	Aligned businesses	In-store	Surveys
Online forums	Newspapers	Magazines	Radio	Television
Other				
Morning	Evening	During the day		











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## My Ideal Client

### Example Ideal Customer 1:

My Ideal Customer description	Key Messages
<p>Small business with less than 10 employees – any industry</p> <p><b>Demographics</b></p> <ul style="list-style-type: none"><li>• Aged 35+ years old, living in Albury/Wodonga region</li><li>• Married with children in their teens</li><li>• Runs own business in partnership with spouse</li><li>• Joint income is \$200K per annum</li><li>• Located regional Australia</li></ul> <p><b>Psychographics</b></p> <ul style="list-style-type: none"><li>• Actively participates in online business forums</li><li>• Uses Instagram and Facebook to promote their business</li><li>• Also on Facebook and Instagram for personal use</li><li>• Occasionally uses LinkedIn</li><li>• Time poor but wants to have control and do everything themselves</li><li>• Appreciates others have skills they may not have</li><li>• Always seeking to learn more and improve</li><li>• Once they trust someone they are happy to hand over responsibility</li><li>• They make decisions based on emotion and connections</li><li>• Family is key driver behind wanting to succeed</li></ul> <p>They value family, integrity, communication, community and genuine connections.</p>	<p><b>The problem</b></p> <ul style="list-style-type: none"><li>• Overwhelmed with where to start - there are too many options</li><li>• Don't know who your most profitable customers are</li><li>• Not sure what type of marketing/social media is going to get the best return on investment</li><li>• Thinks marketing/social media takes up too much time. Busy doing all the other stuff small business owners have to do</li><li>• Don't know what marketing works and what doesn't</li><li>• Not sure where to best spend their marketing \$\$\$</li></ul> <p><b>The solution</b></p> <ul style="list-style-type: none"><li>• Helping you work out what marketing to focus on for your business</li><li>• Let's build a plan together</li><li>• Saving you time and making your marketing happen</li><li>• Let's make your marketing happen</li><li>• Marketing focused on delivering results</li></ul>

# My Ideal Client

## Example Ideal Customer 2:

My Ideal Customer description	Key Messages
<p>Company with 50+ employees – any industry.</p> <p><b>Demographics</b> Directors:</p> <ul style="list-style-type: none"> <li>• Aged 40+ average</li> <li>• Married with young and teenage children</li> <li>• Have been in business for some time</li> <li>• Company turnover is \$15M+</li> <li>• Located Albury/Wodonga</li> </ul> <p><b>Psychographics</b></p> <ul style="list-style-type: none"> <li>• They understand their market, however do not want to employ a marketing person</li> <li>• Their preference is for the marketing activities delivered by an outsourced marketing expert who will collaborate with their administrative staff to deliver a range of marketing activities.</li> <li>• They value expertise and understand that marketing knowledge is needed, which is why they are comfortable outsourcing to a marketing consultant.</li> <li>• They are open to advice by the marketing consultant and while they happy to leave the majority of marketing decisions to them, the directors wish to be kept in the loop</li> <li>• They expect monthly reporting and a return on their investment</li> <li>• They make decisions based on data, return on investment, and relationships</li> </ul> <p>They value consistency, relationships, achievement and local community.</p>	<p><b>The problem</b></p> <ul style="list-style-type: none"> <li>• Not sure what type of marketing is going to get the best return on investment</li> <li>• Marketing isn't being delivered consistently</li> <li>• Have an understanding of marketing but don't have a marketing expert in-house</li> </ul> <p><b>The solution</b></p> <ul style="list-style-type: none"> <li>• We work with your team to make your marketing happen</li> <li>• We understand the importance of ROI</li> <li>• We have over 20 years experience</li> </ul>



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