CONTENT MARKETING - TARGET CUSTOMER

Identifying your target audience is the easy part. What is more challenging for a business is to understand the pain points of its customers. Once you grasp the problems of your consumers and understand their requirements, you would be able to come up with perfect solutions to cater to those particular requirements.

When you want to create a content marketing strategy, finding out about your audiences and their needs is the most important task. But how do you make sure that you have penned down the real problems of your customers and not just imagined them? You can do this by following the four steps mentioned below:

List Your Primary Customers

To accurately list your primary customers, give them specific names and identities. For instance, if you run a travel company, your audiences might fall under: experienced travelers, occasional travelers, tourists visiting a city, local residents touring the city, etc.

Collect Information about Your Customers

You can collect information about your major customers in a number of ways such as:

- Conduct a survey of customers visiting your site
- Ask your customer service for the questions customers are asking
- Read the emails and feedback of customers on your Contact or Help page

Identify the Characteristics of Your Primary Customers

Identifying the characteristics of your primary customers means learning about your customers' experiences. For example, experienced travelers might know about airport codes and e-tickets but occasional travelers might not. Such well-rounded information helps you to build content that caters to each and every customer's needs.

Create Personas

The best way to visualize and understand a customer's needs is to create personas. While creating personas, give specific details to a customer, for instance:

- Assign a name - John
- Age - 45 years old
- Profession - Senior IT manager
- Web tasks - Reads technology news daily, books travel tickets, buys things on weekends, etc.