



HOME IMPROVEMENT FINANCING

Defining your target audience

A roadmap to better lead generation

eBook

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As a consumer, you know that not every business out there is a one size fits all solution for your needs. You've probably felt yourself drawn to the companies that understand your unique wants & needs. The same goes for your customers. They want to work with a contractor who is going to solve their problems while providing a great customer experience.

One way you can ensure you're attracting the right customers is by defining your target audience and creating buyer personas. In this quick guide, we'll go over the information that you need to build a comprehensive persona.

Why Are Personas Important?

Creating a buyer persona helps you know the wants and needs of your customers as well as the challenges & pain points they're facing. This knowledge allows your business to:

- Focus on your ideal customer

- Personalize your customer experience
- Develop better products/services
- Improve the quality of leads/conversion rate
- Better tailor your marketing messaging

What Should Be Included in a Persona?

The foundation of a great persona is knowing the demographics of your customers. When speaking to your customers, make sure to include the following information:

- Age
- Gender
- Location
- Income
- Marital status
- Life stage
- Values/goals
- Pain points/challenges
- Objections/purchase barriers



Who Should You Speak To?

- Previous customers
- Current customers
- Prospective customers

How Can You Get Customers to Talk to You?

It can be daunting to figure out the best way to talk to your customers. However, there are steps you can take to make the process easy – for everyone involved.

- Make it clear you're not selling anything, no pressure
- Offer an incentive – something small, like a gift card for helping out
- Be flexible around their schedule
- Nail down your questions before so you're prepared

While there isn't a set number of customers you need to talk to ensure your persona is effective, a good place to stop is once you start hearing overlapping answers. A good place to start, however, is three to five interviews per persona you're creating.

Questions to Ask Your Customers:

- Where do you research or shop?
- What are your pain points?
- What do you value the most?
- What made you decide to work with us?





- What separated us from the competition?
- When do they engage with your content?
- What were your concerns going into the project?
- How do you like to be reached?

What Are Some Common Persona Mistakes?

- Not doing your research
- Having too many personas
- Making stuff up/using assumptions
- Speaking only to recent customers
- Using a single customer as a base

Where Can You Find These Customers?

Now that you know who your ideal customer is, you need a way to reach them. Throughout your research, you should have found how and where they're completing their buyer's journey.

- Advertise where they spend their time
- Use the words/phrases they do in your copy
- Address their pain points in your messaging
- Share personalized content on social media
- Communicate in their preferred methods