

How to define, reach and convert your ideal customer

Webinar



About ME

- Digital marketing strategist and communication consultant
- Founder of Skill Surfing
- 10 years of experience working with startups, SMEs, and entrepreneurs.
- Mentor for regional and international startups incubators and accelerators

Specialty:

Customer acquisition

Content marketing

Digital advertising

Growth hacking



About **Skill Surfing**

Skill Surfing is an online learning platform for SMEs and entrepreneurs with actionable, hands-on, and tailored courses to guide implementation right away.

- **Blend** self-paced learning with live online classes.
- Courses and programs that **focus on business objectives** instead of learning subject matters.
- Guide you **step by step to build and implement** strategies right away to maximize knowledge transfer and a longer-term impact on your business.
- All courses and programs include a **practice assignment with tailored feedback** for your business.

Website: www.skill-surfing.com

Instagram: <https://www.instagram.com/skill.surfing/>

Linkedin: <https://www.linkedin.com/company/skill-surfing/>

Personal: <https://www.linkedin.com/in/jennifer-kanaan/>

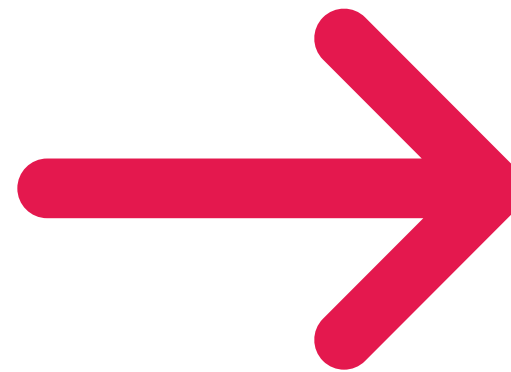
What we will cover today?

- Understand consumer behavior online.
- Understand the marketing conversion funnel.
- Learn how to get crystal clear on your ideal target audience.
- Example of Content & Facebook Ads Campaigns
- **SURPRISE GIVEAWAY**

Consumer Behaviour Online



- People shop, make decisions, or spend their time differently online than they do offline
- Online consumer behaviour is changing constantly
- Access to information
- Shorter attention spans
- A lot of content and different devices.
- Online consumers have now higher expectations and demands



- Low organic engagement
- Ads are more expensive
- Less traffic to your website
- Low customer loyalty
- Increased cart abandonment rates
- And more.

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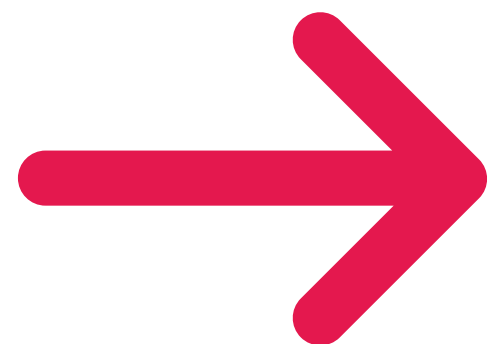
**You want to buy a new laptop
What do you do?**



Different Consumers = Different Behaviours



- Online research to check different brand websites
- Read forums and check out product reviews
- Call an expert friend for personal recommendations
- Ask some experts on Instagram
- Then go to the store to buy the selected laptop **OR** order it on Amazon **OR** on the brand website



How is this different for:
Mac Users? Grandparents? Students?

Customers go through different steps before making a decision:

- To buy a laptop
- A pair of shoes
- Pick a service provider for their business



The Marketing Funnel

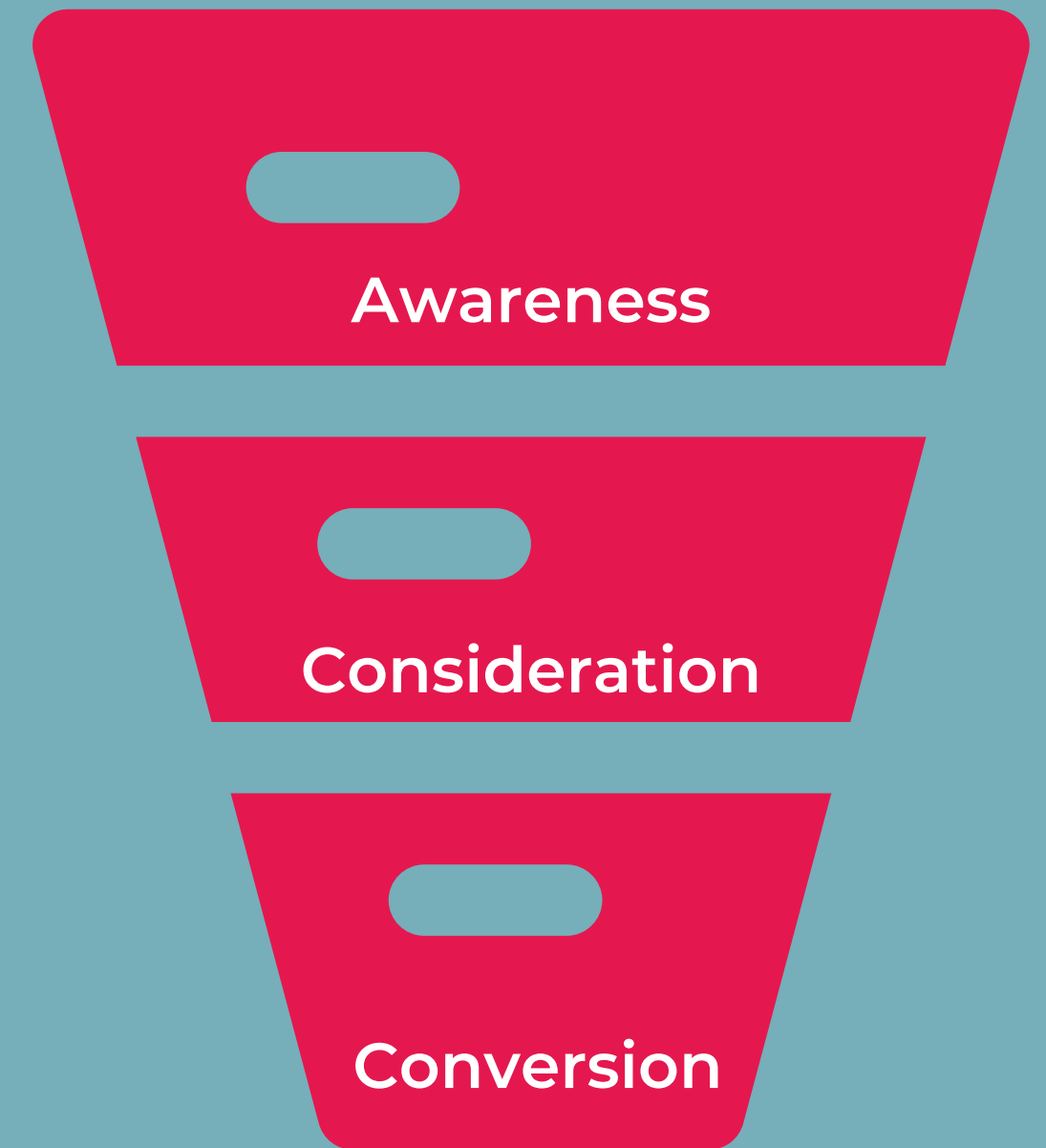
Marketing Funnel: The Path to Purchase

Awareness: Discover the product or the company.

Consideration: Where they are interested to know more or are considering the product.

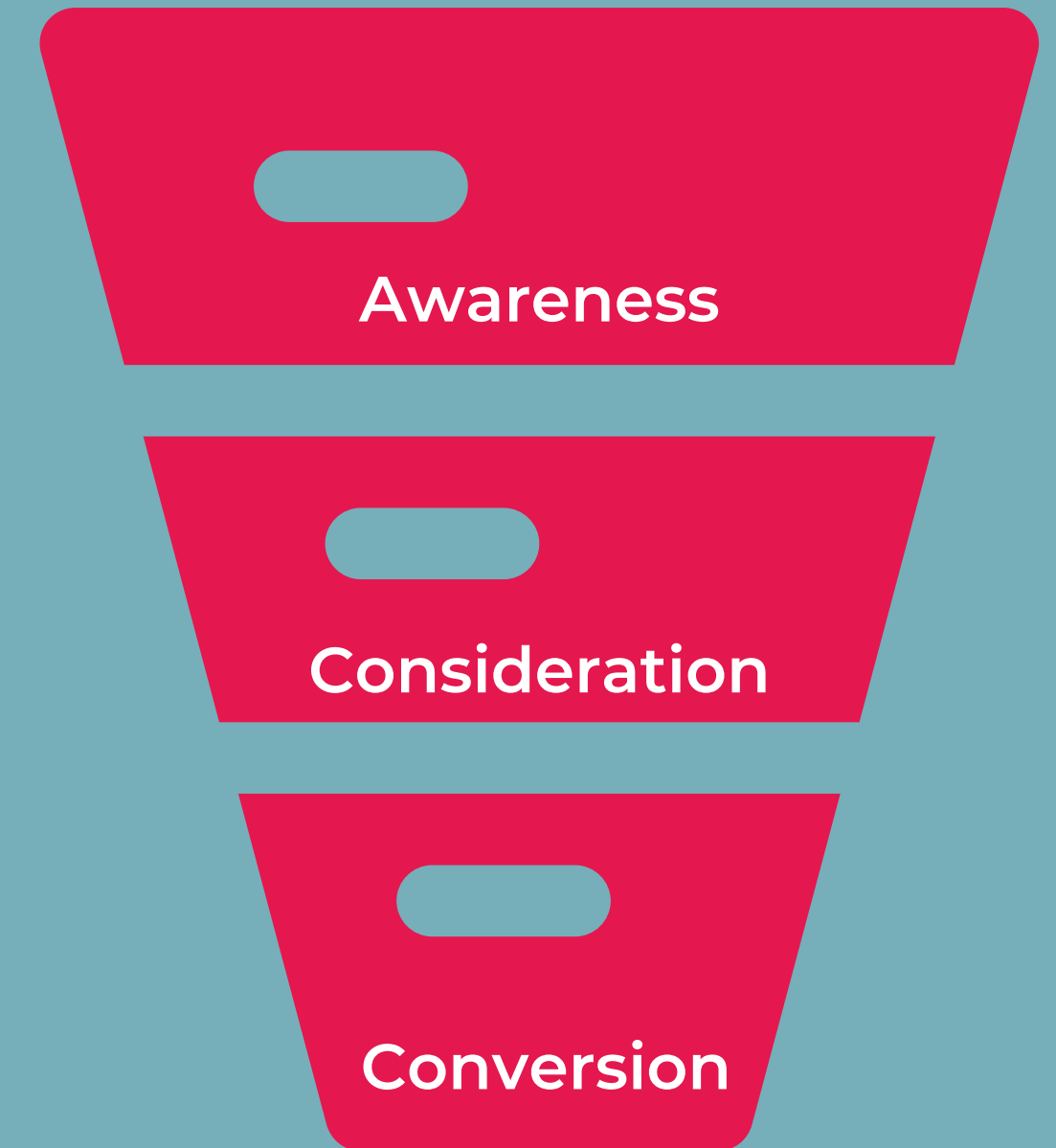
Conversion: The decision and action to buy the product or service.

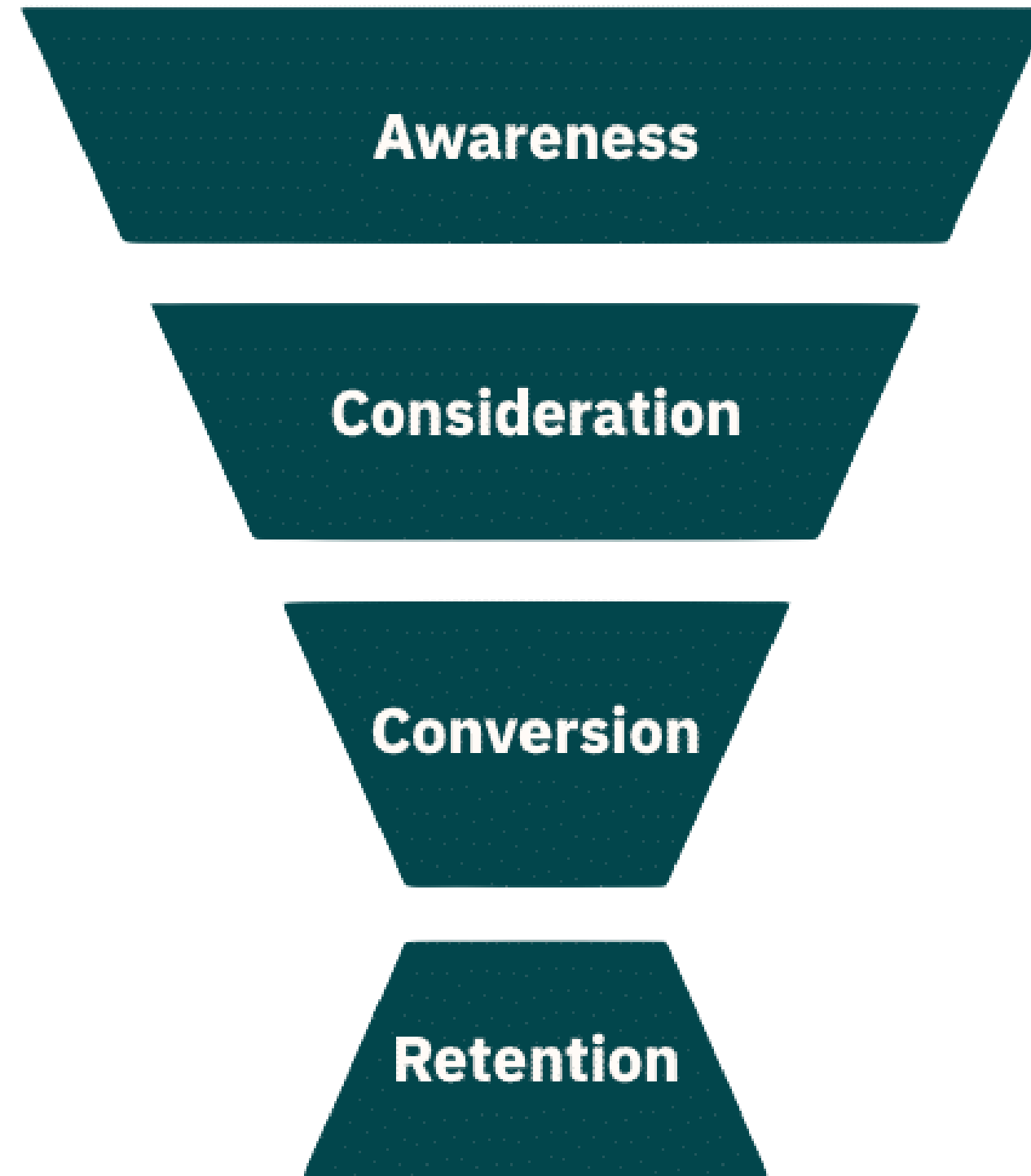
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Marketing Funnel Tips

- People can come into the funnel at different levels.
- People can jump levels, or move around the funnel in a different order.
- Product v/s Service
- Customers looking for solution or product v/s Unaware customers
- Many visualizations for the marketing funnel --> The logic is the same.
- Factors to consider: Price, competitors, startup or existing company etc..



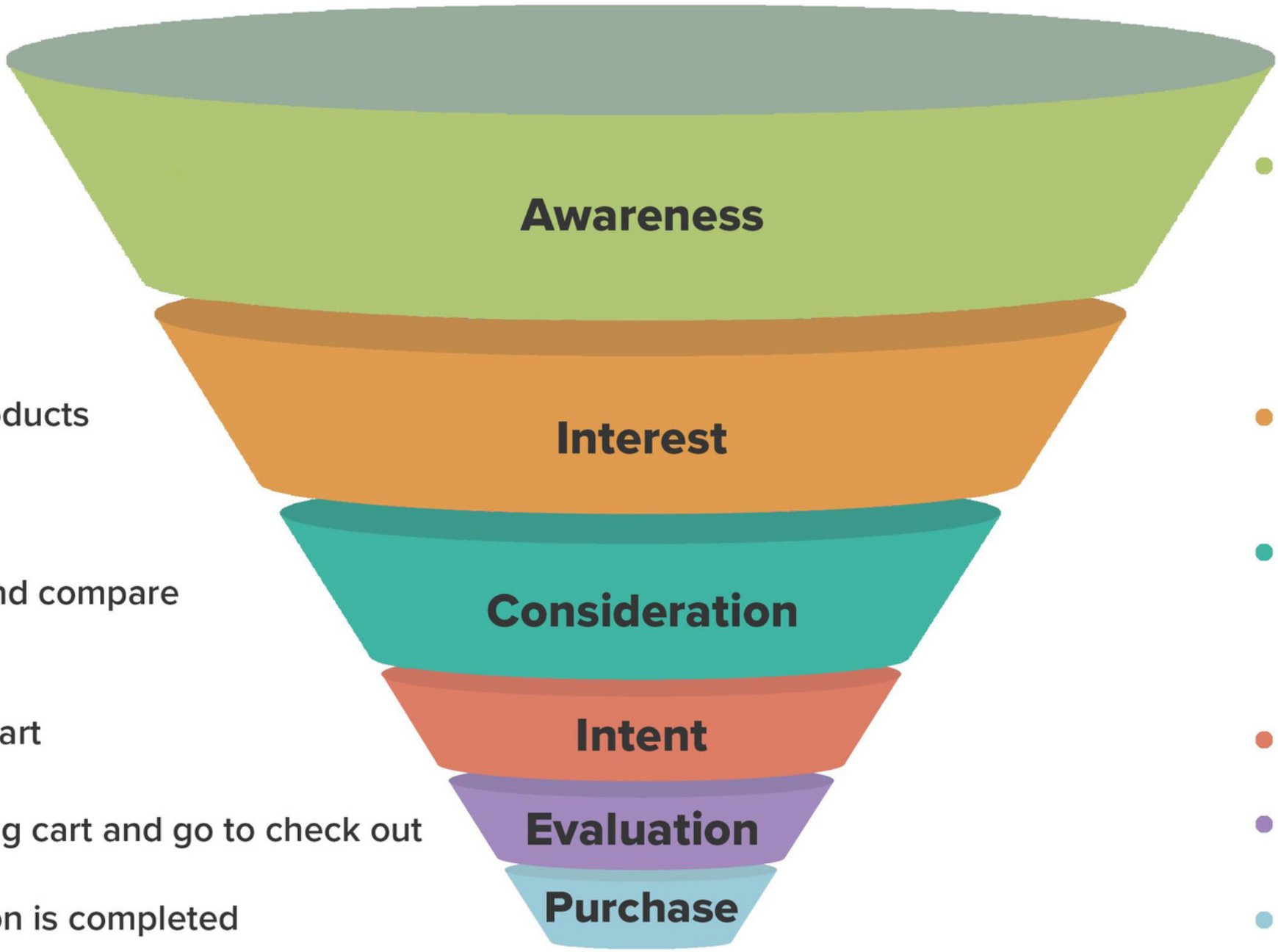


The Marketing Funnel: B2C vs. B2B

SKYWORD

B2C

- Search for information
- Learn about products
- Read reviews and compare products
- Put product in cart
- Review shopping cart and go to check out
- Sales transaction is completed



B2B

- Search for information
- Buyers examine specific product and reviews
- Buyers share research on products and brands with other stakeholders
- Buyer gets product demo
- Buyer gets contract proposal
- Sales transaction is completed

**Traditional
Marketing
Funnel**

**Ecommerce
Purchase
Funnel**



Example: Buying a laptop

Awareness:

He knows he wants a laptop. He jumps directly to the consideration phase.

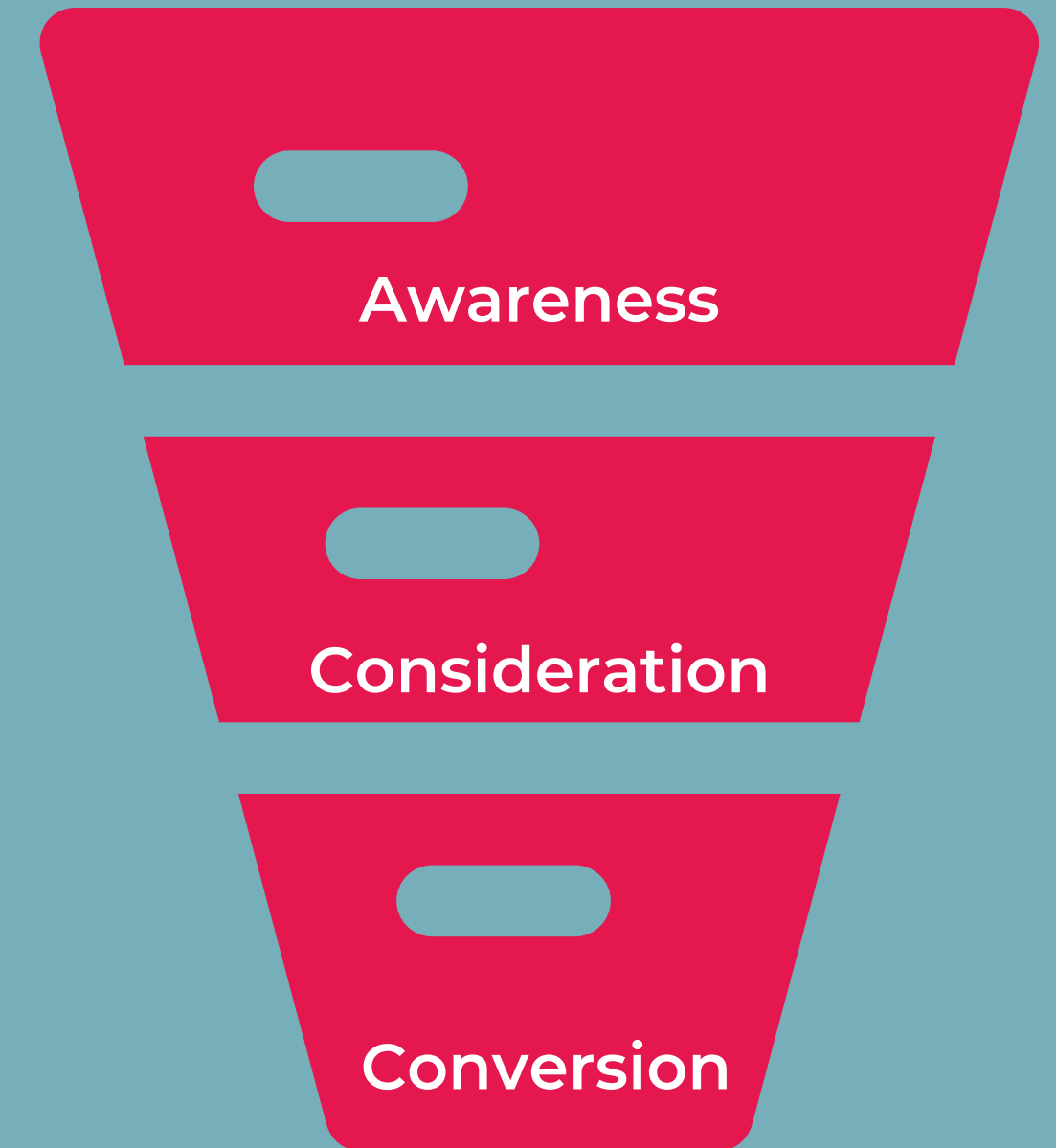
Consideration:

Longer time at this stage: research, referrals, friends, and colleagues.
- Mac Users and brand loyalty.

Conversion:

In-store shopping, Amazon, Apple Store depending on offers, prices and options such as delivery.

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Marketing Funnel Mistakes (to avoid)



Focus on 1 or 2 levels of the funnel
Content or ads for (usually) the second or third level only.



Push Sales on an New Audience
Ask people to buy your product on the first interaction.



Work without a marketing strategy
Create ad hoc campaigns.



How to move people across the funnel?



Awareness →

How-to videos, checklists, education webinars and blogs, fun and interactive posts...

Consideration →

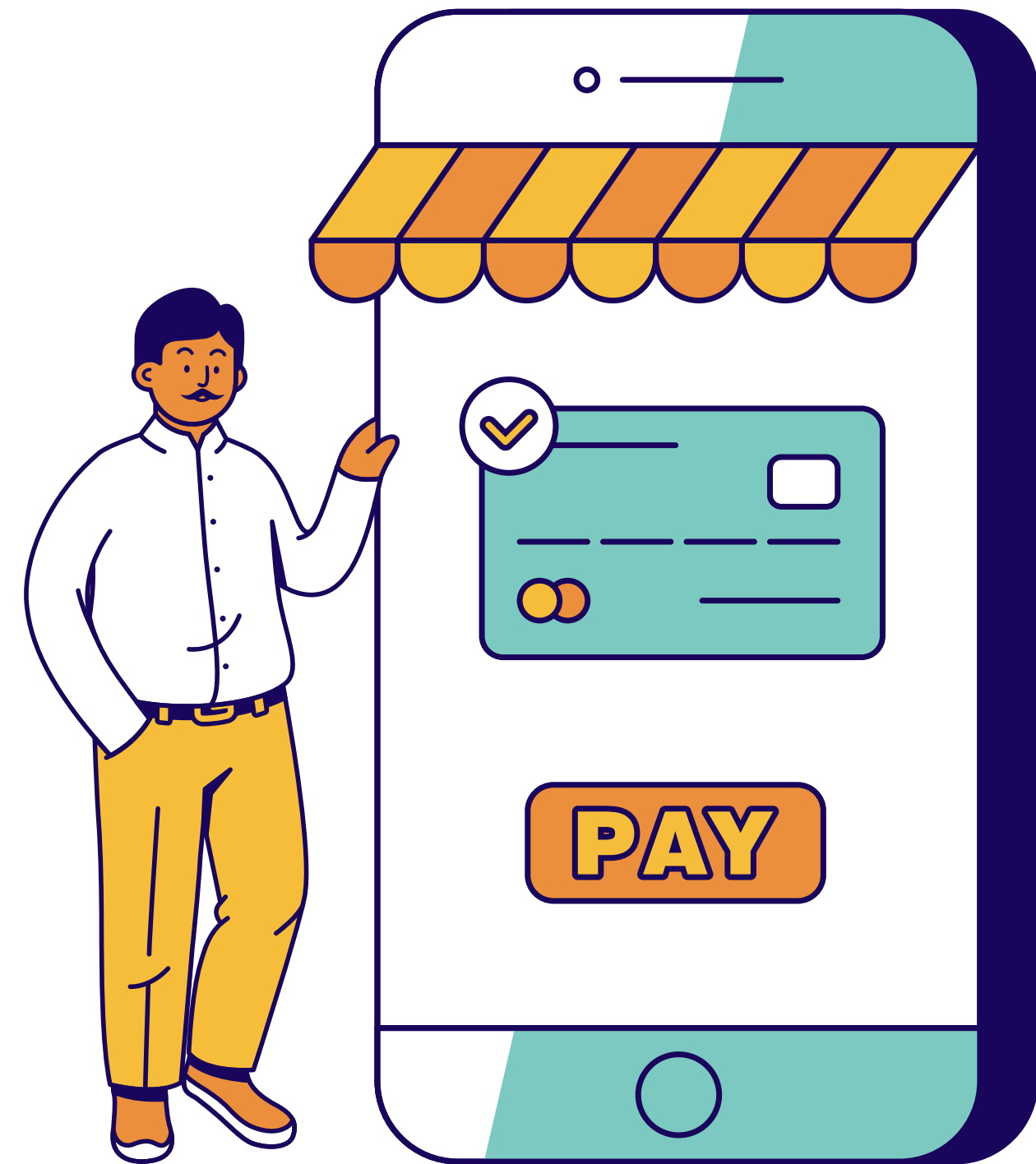
Customer testimonials, case studies, demo videos, and product comparison sheets...

Conversion →

Free trial or consultation, coupons, and discounts...

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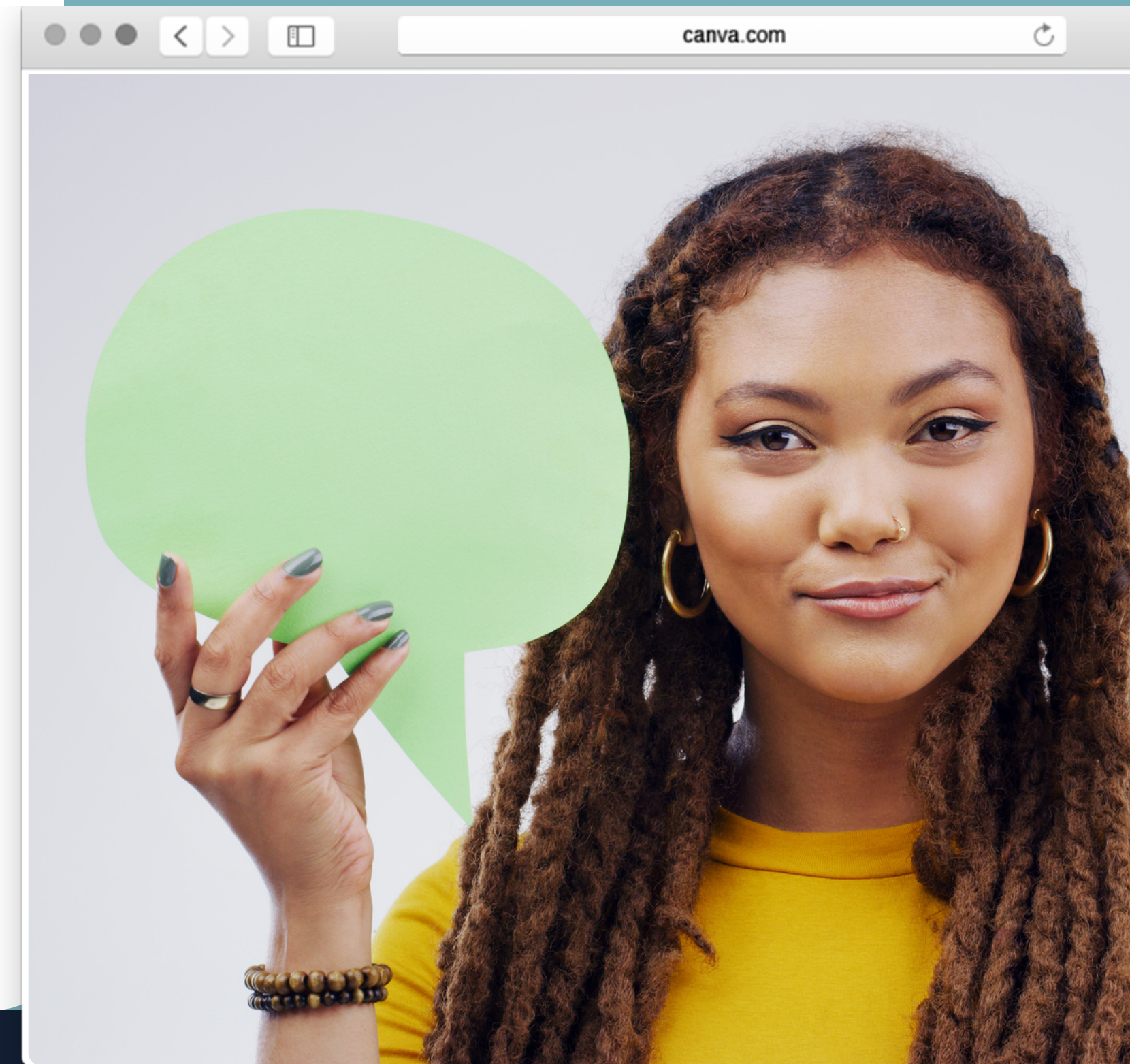
**Who is your target customer?
What can you tell me about them?**



What's a buyer persona?

A buyer persona is a semi-fictional representation of your ideal customer.

Semi fictional because it can be based on an already existing customer, an imagined customer, or a mix of both.






Let's look at an example

Example:

You are producing and selling clean and natural skincare products specifically created for women above 40 years old.


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 PERSONA NAME:	Example: Anna	SECTION 1: WHO?
BACKGROUND Job? Career path? Family?	<ul style="list-style-type: none">• Architect.• Worked in a architecture firm for 8 years.• She quit 2 years ago to launch her own firm that specializes in ecofriendly and environmentally optimized designs.• Married with 2 kids.	
DEMOGRAPHICS Male or female? Age? Income? Location?	<ul style="list-style-type: none">• Woman• Age 45• Income varies depending on projects.• Dual Yearly income: 250,000 Euro• Nice, France	
IDENTIFIERS Demeanor? Communication preferences?	<ul style="list-style-type: none">• Very social, goes out regularly.• Good work/life balance.• She is very active on social media platforms (personal and business)	


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	PERSONA NAME:	Example: Anna	SECTION 2: WHAT?
<p>GOALS Primary goal? Secondary goal?</p>	<ul style="list-style-type: none">• Live her life according to her values (Environment, ethics and harmony with nature)• Role model to her employees and her kids.		
<p>CHALLENGES Primary challenge? Secondary challenge?</p>	<ul style="list-style-type: none">• Finding trustworthy brands that align with her values.• Hectic lifestyle, no time to shop in store.		
<p>WHAT CAN WE DO ... to help our persona achieve their goals? ... to help our persona overcome their challenges?</p>	<ul style="list-style-type: none">• Highlight our skincare brand values.• Promote text and video testimonials.• Show our product lifecycle (production, packaging etc..)• Promote our online store & skincare experts who assist with shopping and give tailored recommendations.		

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	PERSONA NAME:	Example: Anna	SECTION 3: WHY?
<p data-bbox="793 459 1169 508">REAL QUOTES</p> <p data-bbox="779 514 1182 542">About goals, challenges, etc.</p>		<ul data-bbox="1459 433 2602 652" style="list-style-type: none">• I don't trust everything I read online.• I stopped using very known skincare brands after I started researching the ingredients they use in their products, and their manufacturing process.	
<p data-bbox="679 990 1292 1039">COMMON OBJECTIONS</p> <p data-bbox="669 1044 1302 1073">Why wouldn't they buy your product/service?</p>		<ul data-bbox="1459 915 2635 1014" style="list-style-type: none">• How can I trust that your products are actually clean and natural?• Can I try them before buying?	

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	PERSONA NAME:	Example: Anna	SECTION 4: HOW?
<p>MARKETING MESSAGING How should you describe your solution to your persona?</p>	<ul style="list-style-type: none">• Clean hydration products for dry skin. Our products are prepared using natural ingredients that are sourced without disrupting nature's lifecycle.• 100% natural, our brand guarantee.• Our natural skincare experts are at your service to give your tailored skincare recommendations.• Not sure about us? Request some samples to try.		
<p>ELEVATOR PITCH Sell your persona on your solution!</p>	<ul style="list-style-type: none">• We believe in living in harmony with nature. Our brand is 100% environmentally friendly starting from the basic ingredients to our packaging. We practice what we preach. This is why our offices, and personal lifestyle aligns with our values.		

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Examples and Case Studies to INSPIRE



Super Cyber Sale - Save up to 40% off all your holiday faves! [SAVE NOW](#)

proflowers

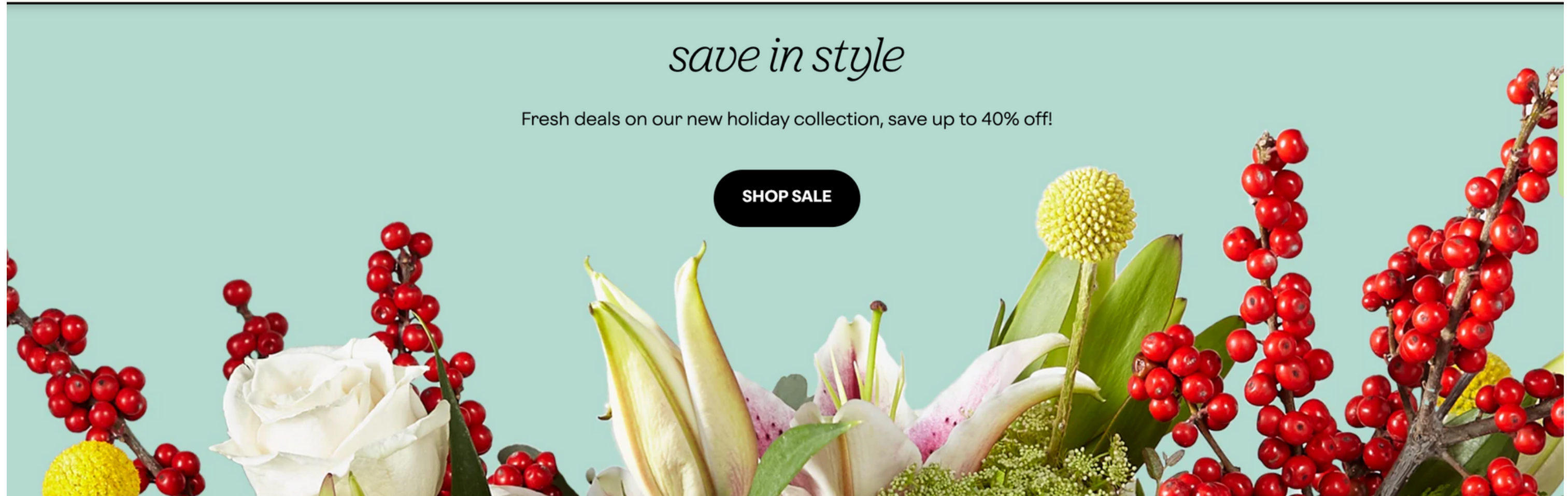
HELP SIGN IN 

Christmas Birthday Sympathy Occasions Gifts Flowers Plants  Search

save in style

Fresh deals on our new holiday collection, save up to 40% off!

SHOP SALE



Proflowers created a list of 151 types of flowers, complete with images, seasons, zones, and more.

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The result?

- Generates over 17,000 organic visits a month
- It attracted 49 linking roots domains
- Their blog generates 42% of organic traffic.

Top-of-funnel content marketing is a great fit for Proflowers since virtually everyone will need to buy flowers for their special someone at some point in the next year.





Strolleria is the content marketing example that proves:

- You can use content to promote just about anything (Online and brick and mortar stores)
- Content doesn't need to be fancy to be effective



If you're a new parent trying to choose a stroller:

- Wouldn't you appreciate a stroller buying guide?
- A quiz that could match you with the best stroller for your needs?
- What if you've heard good things about both the Bugaboo Fox and Bugaboo Cameleon, and need to compare them?

Strolleria knows that people don't just search the names of specific strollers.

Strolleria's blog solves all of those problems.

Strolleria provides fantastic information and this increases their brand awareness for when people are ready to purchase.

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strolleria • Follow
Strolleria

strolleria Which stroller is right for you? Take our 8-question quiz and we'll send you a personalized product recommendation based on your lifestyle and needs! (Link in profile)

strolleria .

- .
- .
- .
- .

#pregnant #pregnancy #stroller #strollers
#babystuff #babygear #maternity
#babyboutique #babyregistry
#babysshopping #pregnantlife #momtobe
#mommytobe #babybump #pregnancystyle
#firsttimemom #secondtrimester
#2ndtrimester #firsttrimester #1sttrimester
#babyontheway #expecting #baby
#babysshop #pregnancyannouncement
#12weeks #13weeks #14weeks #15weeks



71 likes

FEBRUARY 7, 2017

Log in to like or comment.



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Use code **PSCR21** at checkout to save | VIPs use **PSCV21** at checkout to save

BLACK FRIDAY SALE

25% OFF
EVERYTHING***

USE CODE **PSCR21** TO SAVE 25% OFF*
YOUR ENTIRE PURCHASE

 **V.I.P. ONLY**

USE CODE **PSCV21** TO SAVE AN ADDITIONAL 15% ON TOP OF
YOUR 20% EVERYDAY SAVINGS FOR A **TOTAL OF 35% OFF**



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When you visit the Platinum Skin Care website you can take a quiz that helps you find the right products for your skin type and specific needs --> Get customized product recommendations.

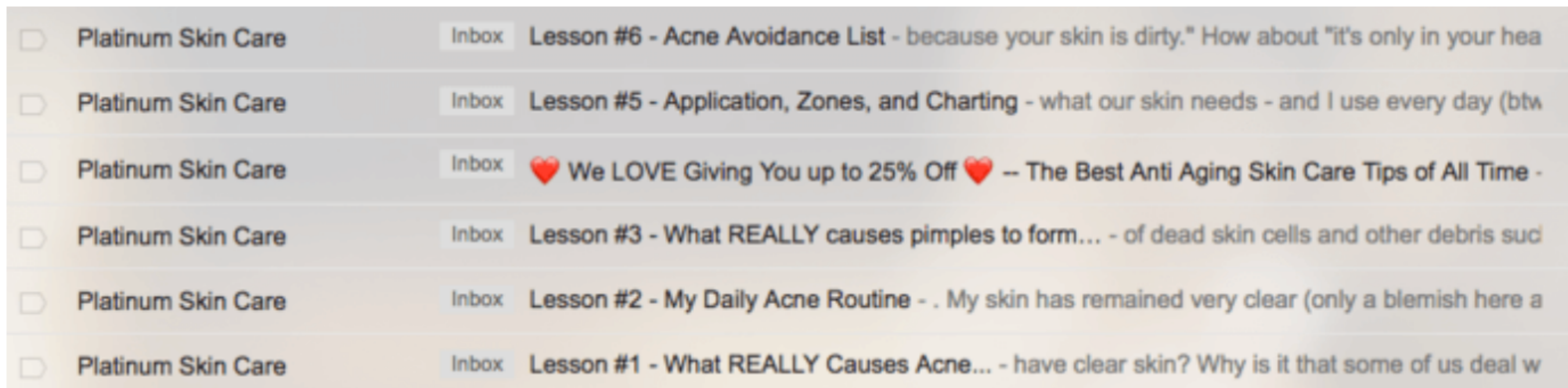
Don't know what you need? [Our skin consultation quizzes can help.](#)

Find the perfect products for your skin type.

Find the right products to fight your acne.

But then Platinum Skin Care takes things a step further, by sending a series of emails based on your quiz results.

- Only one of those emails is pushing for a sale.
 - Others provide helpful tips.
- Provides valuable content, drives conversions and creates loyalty.





Luxe footwear brand Moda in Pelle (“fashion in leather”) is a UK brand.

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THEIR PRESENCE

- 40 Moda in Pelle stores and retail concessions across the UK.
- Successful web store where customers can browse and purchase the latest styles.

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THEIR GOAL

Driving sales with **social media**

The business wanted to increase its Facebook and Instagram activity further to drive online sales in the most cost-effective way possible.

THEIR SOLUTION

Taking a “**full-funnel**” sales approach

THEIR STRATEGY

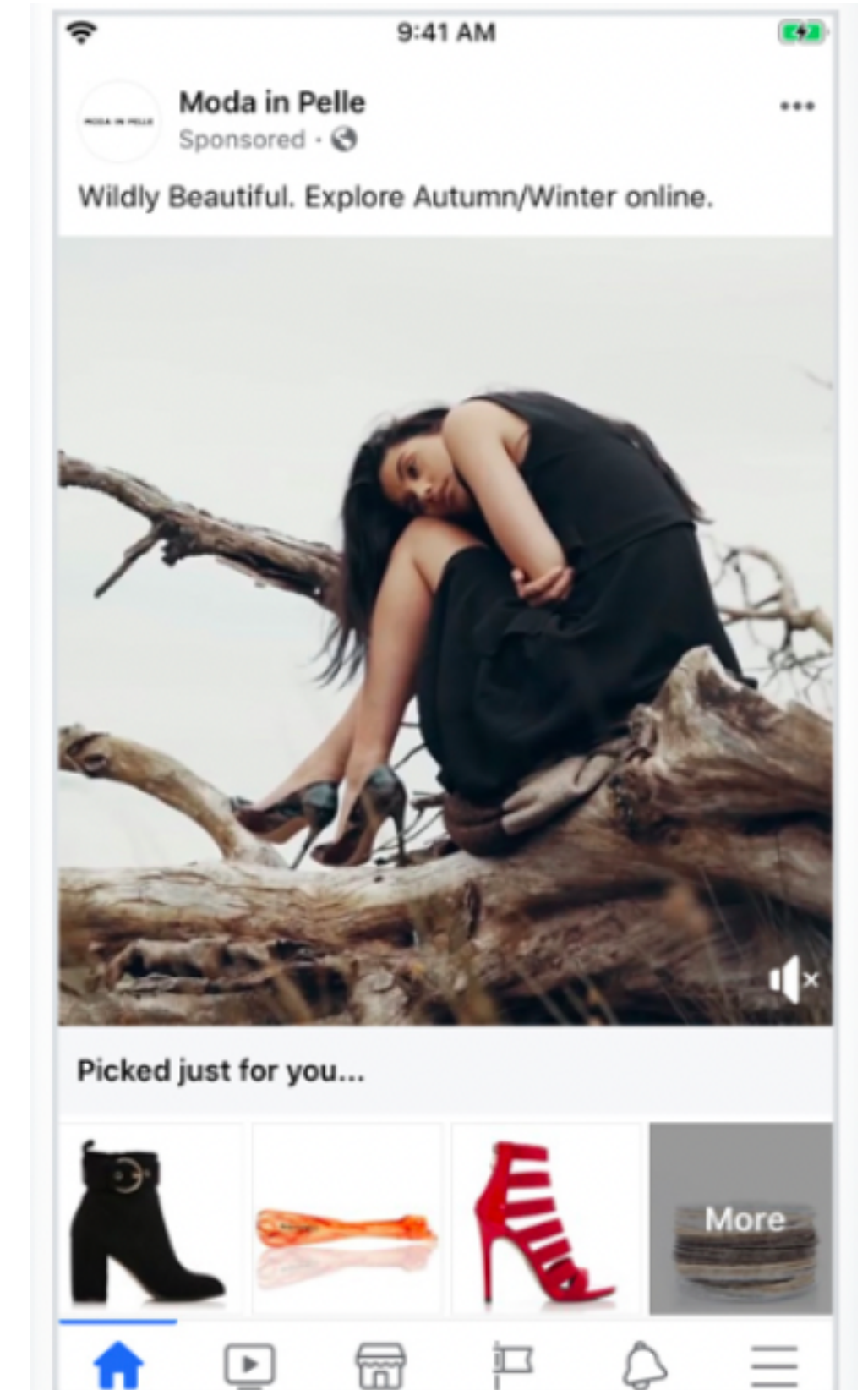
Moda in Pelle’s Facebook ads strategy was based on matching ad types, formats, and audiences to different stages of the sales funnel, which would allow the business to systematically attract and engage new customers and guide them over time toward an eventual purchase.



AWARENESS

Moda in Pelle ran **video ads in the product-friendly collection format**, which generated **web traffic with dynamically created product recommendations**.

2 ways:
People interested in Italian footwear and fashion
Lookalike audiences based on existing customers



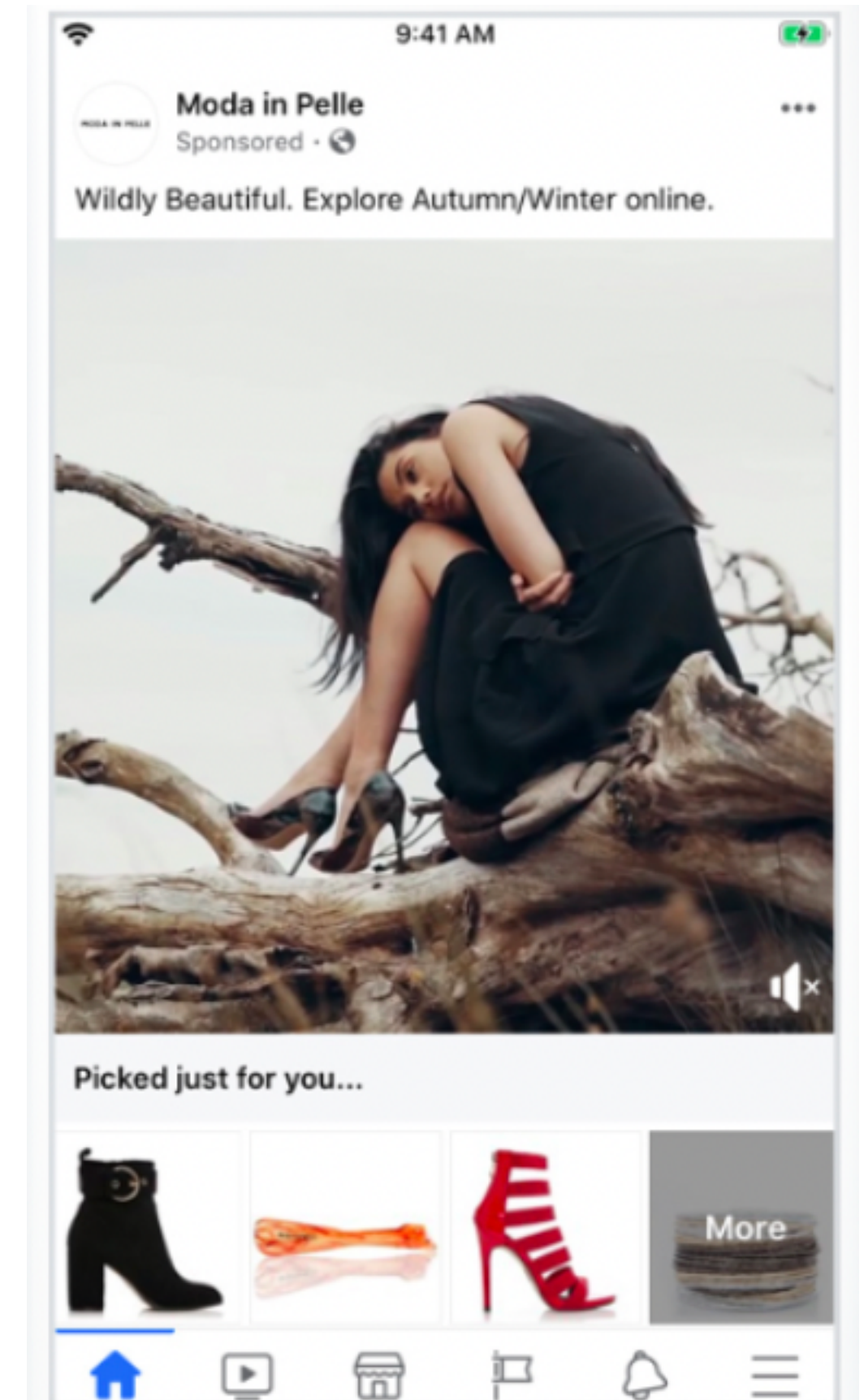
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CONSIDERATION

People who **engaged** with the initial ads or visited the website then **saw further ads across Facebook and Instagram.**

These ads used the **carousel format** to **capture shopper attention** with fresh campaign imagery and messages.



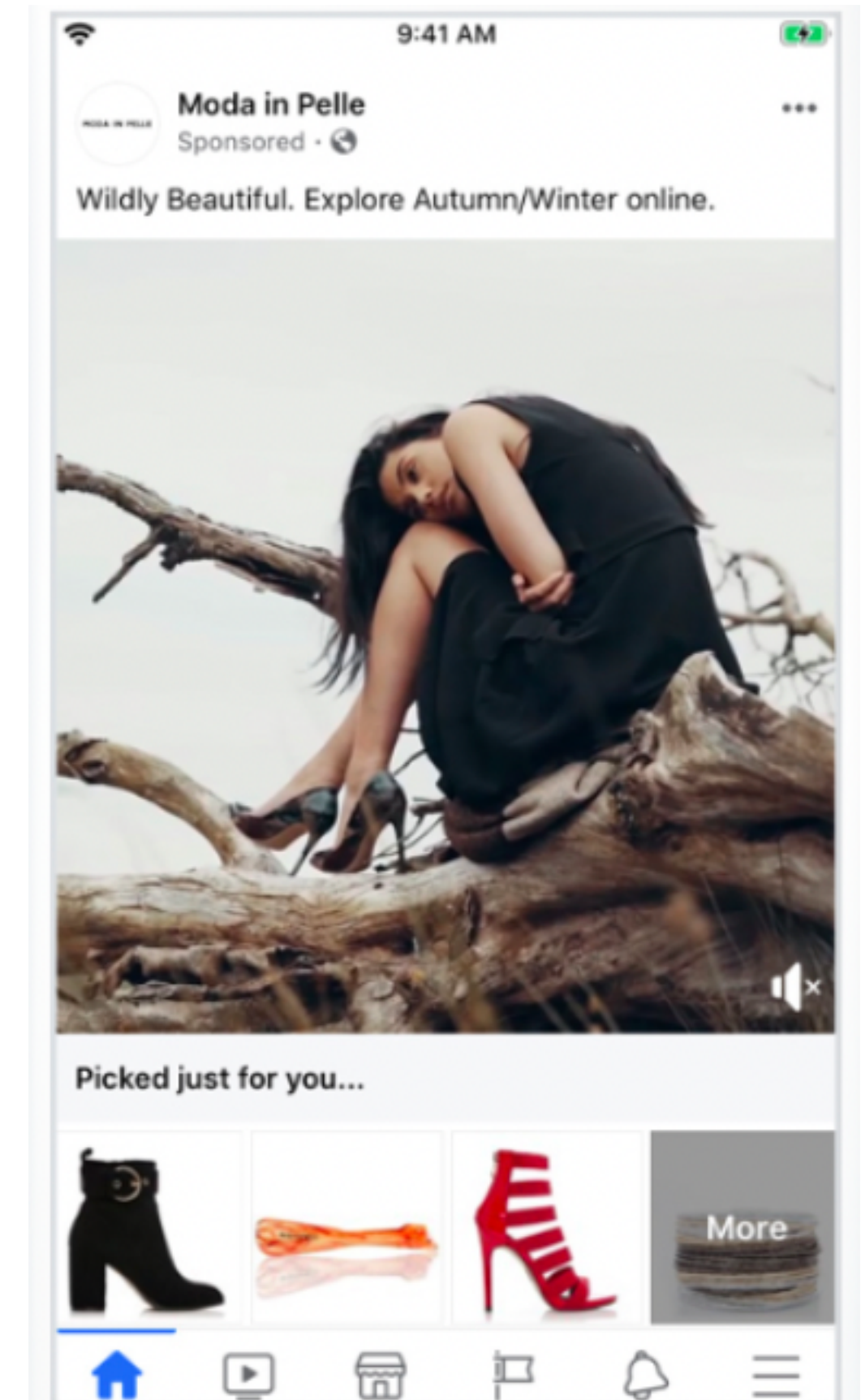
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CONVERSION

To win sales, they ran **personalised ads** even further to people who showed an **interest in the consideration phase** and **added products to the cart**.

These people saw **dynamic ads** featuring the products that they added to the cart, with a **strong call to action**.



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THEIR SUCCESS

Between January and December, the business' consistent approach considerably increased overall online sales, achieving the following:

9.5X more sales from Facebook and Instagram, compared to the previous year

8.5X increase in website traffic, compared to the previous year



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FORD NORWAY

THEIR GOAL

Boosting **test-drive** registrations
with **Facebook lead ads**

Norwegians test-drive an average
of 2.8 cars before purchasing.

Ford hoped to **increase its
number of test-drive
registrations in a cost-effective
way.**



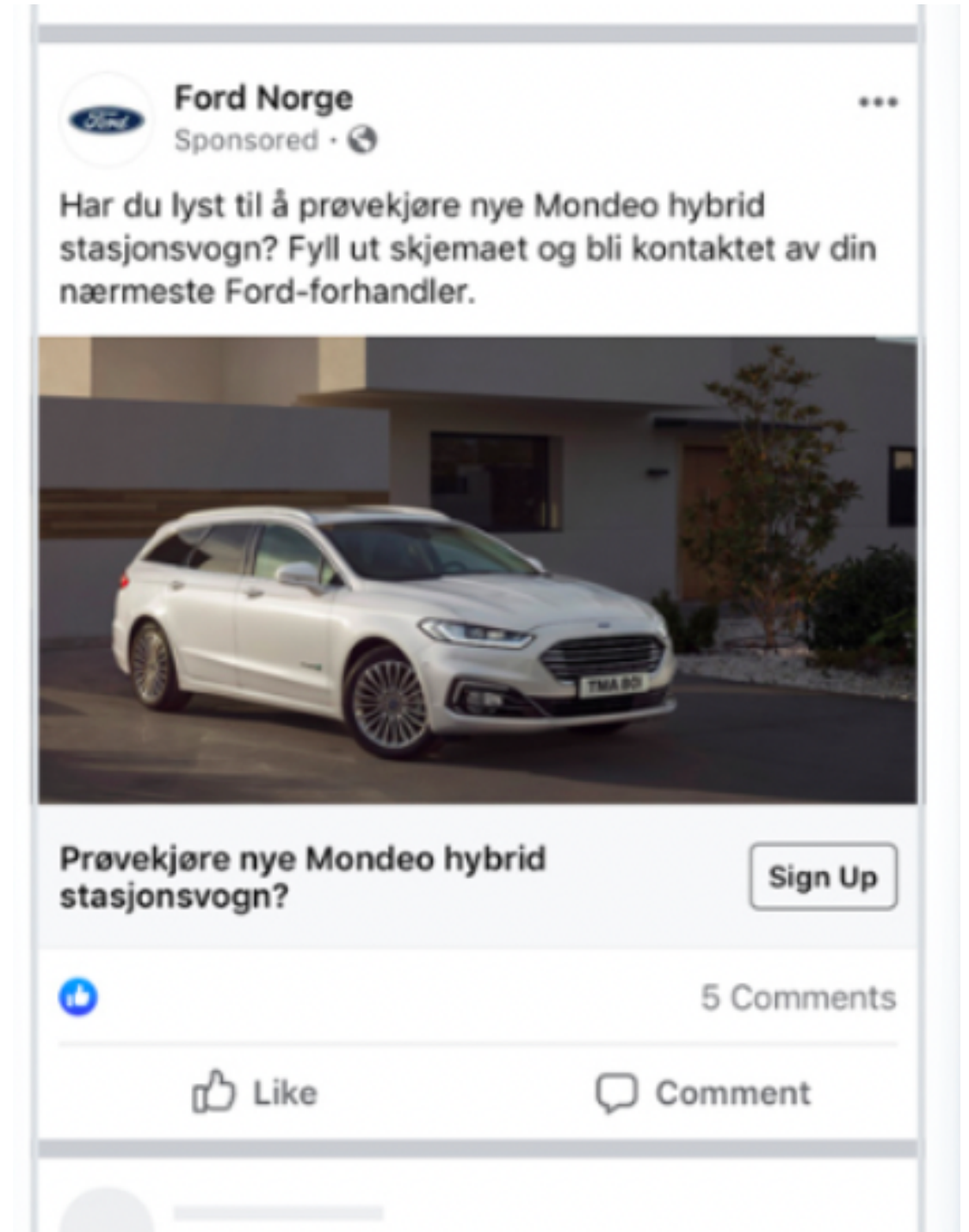
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THEIR STRATEGY

Ford developed a **Facebook lead ads campaign with API integration.**

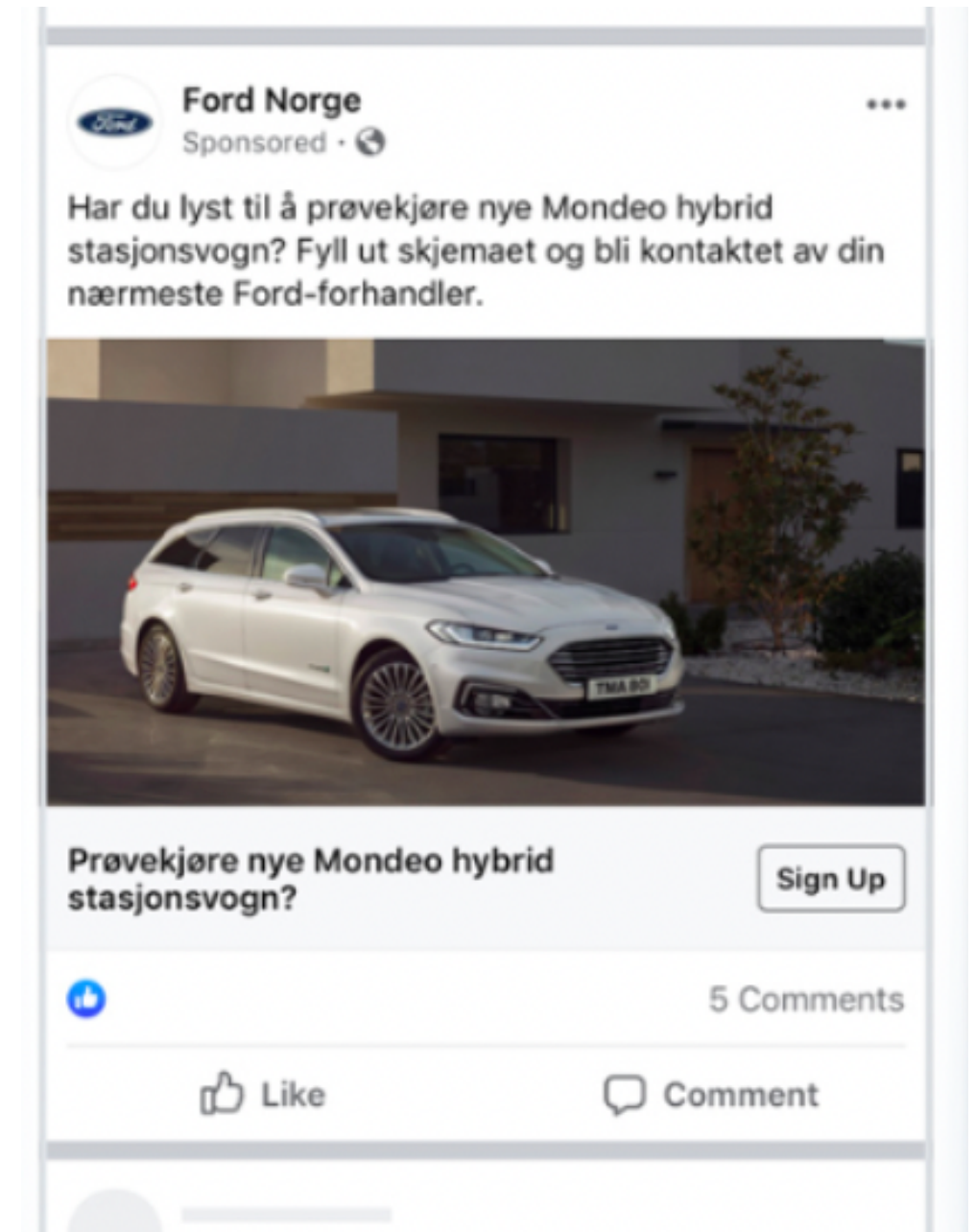
→ This allowed Ford to gather and send **leads automatically** to any of its more than **60 dealers**, based on the consumer's preference, and then **dealers could follow up.**



THEIR STRATEGY

They ran some tests and confirmed that:

Broad targeting to find prospective customers in all age groups was **more cost-effective** than targeting ads to **segmented audiences** based on a narrow interest or **retargeting people who have visited the website.**



Step 1:

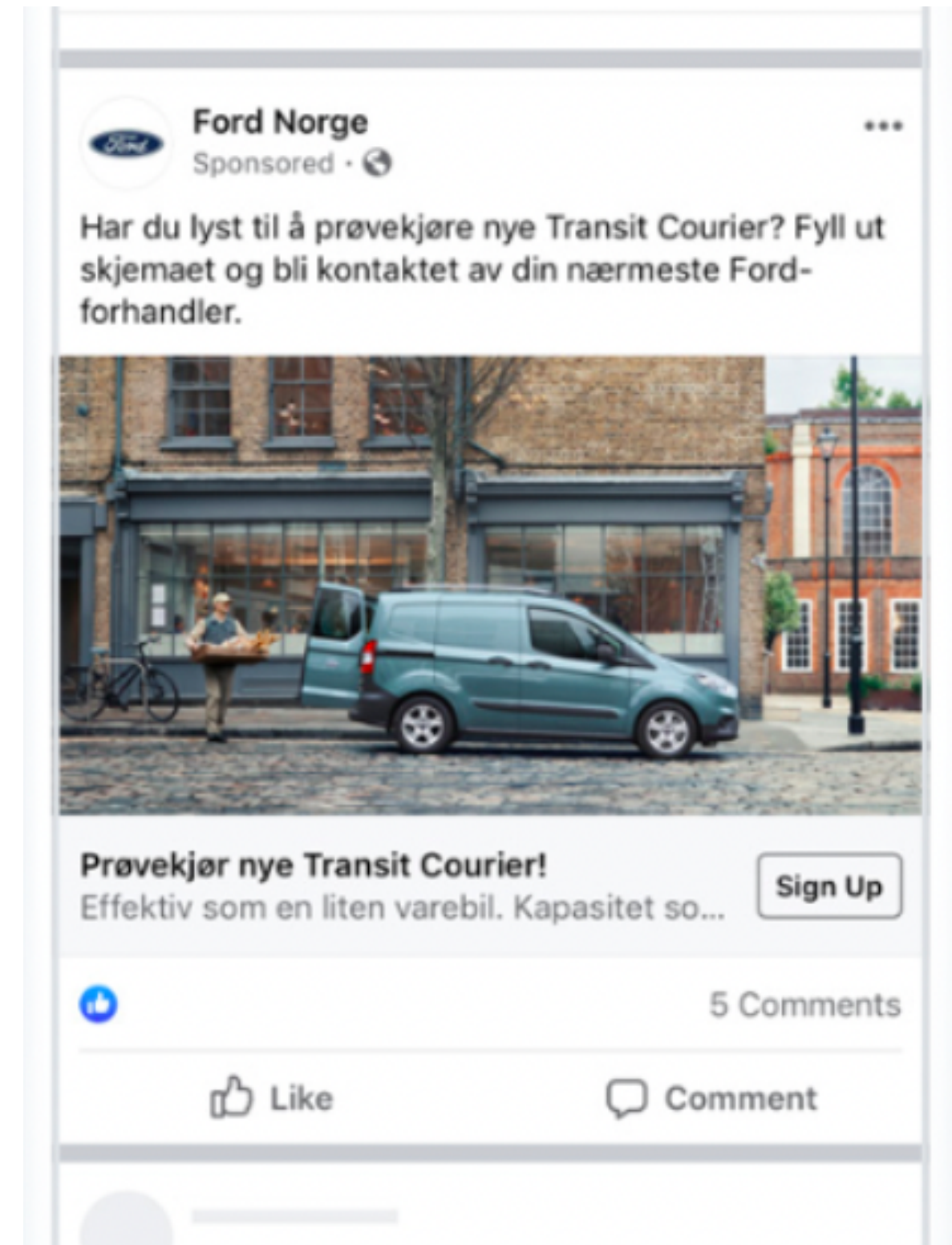
A custom connection was made between the **Facebook lead ads and Ford's CRM database**, which made it possible to **automate and scale** the test-drive lead generation process.

Step 2:

People were encouraged to **sign up for test drives at their closest dealer**.

Information that people had shared with Facebook was **pre-filled** in the signup form, making it possible for people **to sign up with one click**.

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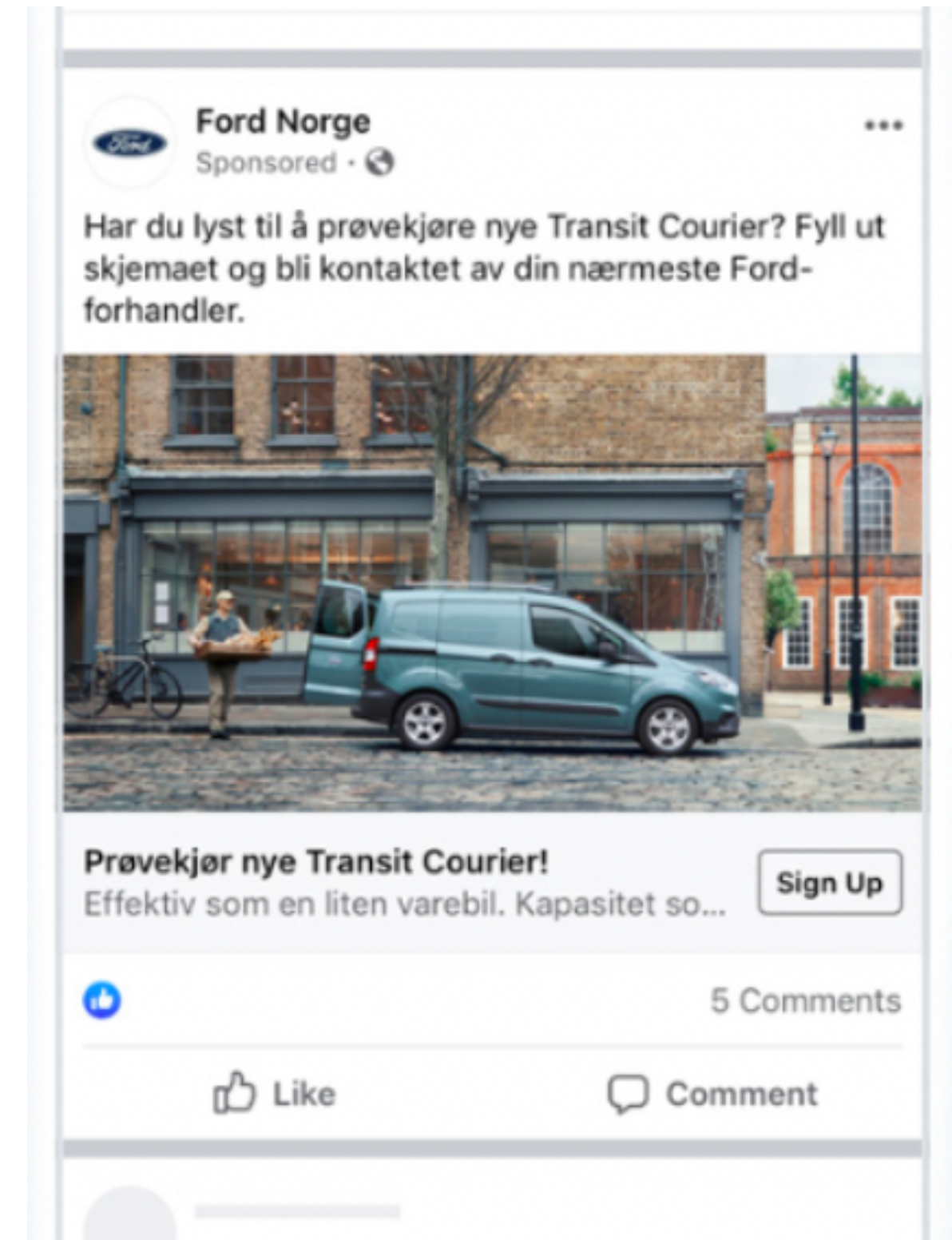


Step 3:

Each of the ads used photos of Ford's **new cars to encourage people to sign up.**

A variety of text was used in the accompanying caption to make the offer clear.

For instance, one ad read: **“Do you want to test drive new Mondeo hybrid station wagon? Fill out the form and be contacted by your nearest Ford dealer.”.**



THEIR SUCCESS

Reving up interest

Thanks to its Facebook lead ads campaign, **Ford registered the same number of test-drive leads within 90 days as it had during all of 2018.**

Running from January 1–September 30, 2019, the campaign also achieved:

80% decrease in cost per test-drive lead

15% decrease in cost per lead acquisition over longer periods of time using broad targeting.



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Final Thoughts:

- Consumer behavior online is changing rapidly. You have to adapt quickly and adjust your strategy.
- Build a funnel that works for your business and map content ideas and formats to move your target audience through the funnel.
- Segment your audience and create content for each segment for all levels of the funnel based on each audience persona.

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How to Define, Reach and Convert Your Ideal Customer

4-Week Course - Value 399\$

May 15th - June 9th
Weekly Live Sessions
Weekly Assignments

Limited Seats Available



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Week 1: How to drive a potential customer from a stranger to an actual customer (The Roadmap).

Week 2: Understanding your ideal customer and creating marketing messages that stand out.

Week 3: Digital tools to reach the maximum number of potential customers.

Week 4: Getting people to say yes

