

Identifying Your Customers Online



“An effective sales person first seeks to understand the needs, the concerns, the situation of the customer.”

Stephen R. Covey, The 7 Habits of Highly Effective People

Traffic vs. conversions

Unless you're selling pagviews, your primary concern should be conversions—people who have moved down your sales funnel from “prospect” to “customer.”

How does it happen?

Conversions occur at the intersection of intentional traffic and a relevant offering. The love story begins with knowing your target audience and what drives them to make an emotional purchase decision.

You won't get there without research.

Without hesitation, you must be able to answer:

Who are your target customers?

How old are they? Where do they spend their time online? How many hours a day do they spend on the internet? How do they get to your website—Social? Email? Content? Ads?

What is their pain point?

People are motivated by necessity, and your product or service should be, too. What is it exactly that makes your customer part with his or her hard-earned cash for you? What pain affects them so much that they must pick a product to help them manage it?

How can you uniquely solve their problem?

Why doesn't this solution exist in the marketplace already? How are you differentiating yourself from your competitor? If you can't think of why your offering is uniquely suited to solving your customer's problem, a consumer sure won't find it, either.

50% of online purchases are not completed due to insufficient information about the product

As a marketer, you should also know:

- **Your best converting sources of traffic**
- **Your content that drives the most leads**
- **Keywords that drive people to your website**
- **Your landing pages with the highest conversion rate**

It's your job to get the right message to the right people at the right time. Sales happen when you drive people to a website that resonates with them.

Your web copy, social presence, content marketing, and product development should reflect what your customers tell you about themselves, what they want, and what they aren't yet seeing in the marketplace.

Your customer can't be everyone. Identify your target audience and engage them where they like to hang out online.



**Did you
get all that?**

Phew. That's a lot to keep up with just to get some customers. And that's on top of running your business, keeping up with administrative tasks, inventory, loyalty programs, invoicing, content production, promotion...

Don't worry, you just have to do this continually throughout the entirety of your time as a business.

**You
have
time
for
this,
right?**





There's
another way.
Automate it!





Spend **less time.**

Spend **less money.**

Make **fewer human mistakes.**

Track your competitors.

Convert more leads.

Identify your audience*.

Find where
customers
spend their
time

Track their
habits and
preferences

Deliver
impactful
content

Do more with less*.

Maximize the
most valuable
resource
(You)

Save time on
research
and data
crunching

Streamline
budget spend

Finally, get some results*.

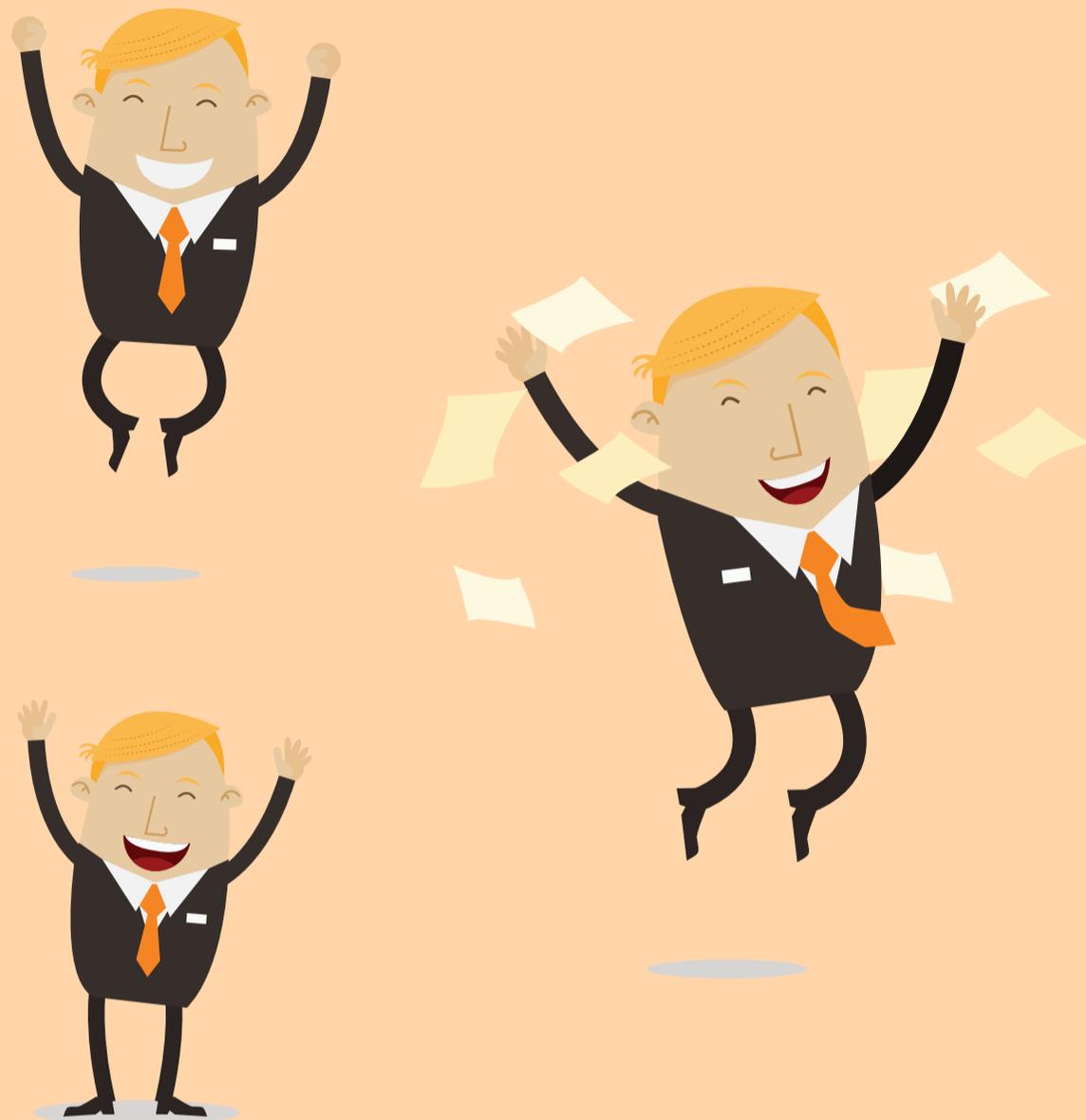
Get people to
read your
content

Automate your
nurture
touchpoints

Become an
authority in
your industry

**Automagically*

Meet your marketing sidekick, *Software.*



Ready to supercharge your campaigns?
Schedule a demo to learn how Audienti
can take your campaigns to the next level.

Let software do the heavy lifting with research, content ideas, audience analysis, and competitor tracking so you can spend your time doing what you love: being the marketing rockstar.

About Us.

What started as a successful consulting agency turned into a software company because we recognized the need for an effective, time-saving way to drive sales in the digital space.

Our goal is simple: To help your business get your unique message heard in a noisy market.

Our marketing solutions mean less human error, better quality, and increased knowledge-driven best practices for you.

Less research, more rock star. That's you with Audienti.

