

Customer Persona

Customer Persona Fill-in-the-blank

Answer the following

Are regularly using a customer persona?

Which strategy and tactics are you using with your related offer?

Does your customer persona contain purposely data to help you provide useful benefit related offer to your customer?

Do you offer your customer a sample of your product or service when sending your offer?

Have you systemise and automate your related offer strategy that was successful and documented why it has failed

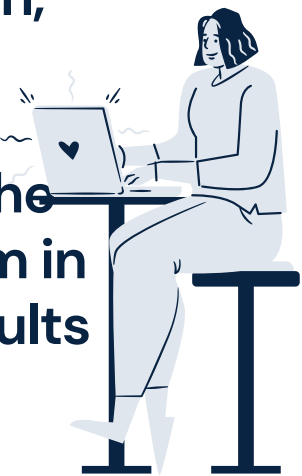
The purpose of a customer persona is to keep data about your customer previous purchases from your business product or service. Once you have completed a profile you can send your customer a related product or service offered to entice them to purchase it if interested. I called it the nurturing strategy.

The customer persona contains personal details, demographic data, income bracket and previous purchase for B2C and for B2B -- Business details, name of the person to contact who has the authorisation to purchase, income bracket of the company and previous company purchase.

You can retarget both groups with your offer, or new product, service, renewal, update, sale, private event, event invitation, free conditional offer, pre-order...

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



Marketing Tips

- If you send a sample to your customer, make sure it is the working product or complete service (a fully designed business card with the detail of your customer.)
- Experiment on the best offer that you think will attract your customer more based on their previous purchase.

SOURCE: GIRLFRIDAYZ

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.