

# GoWrite!

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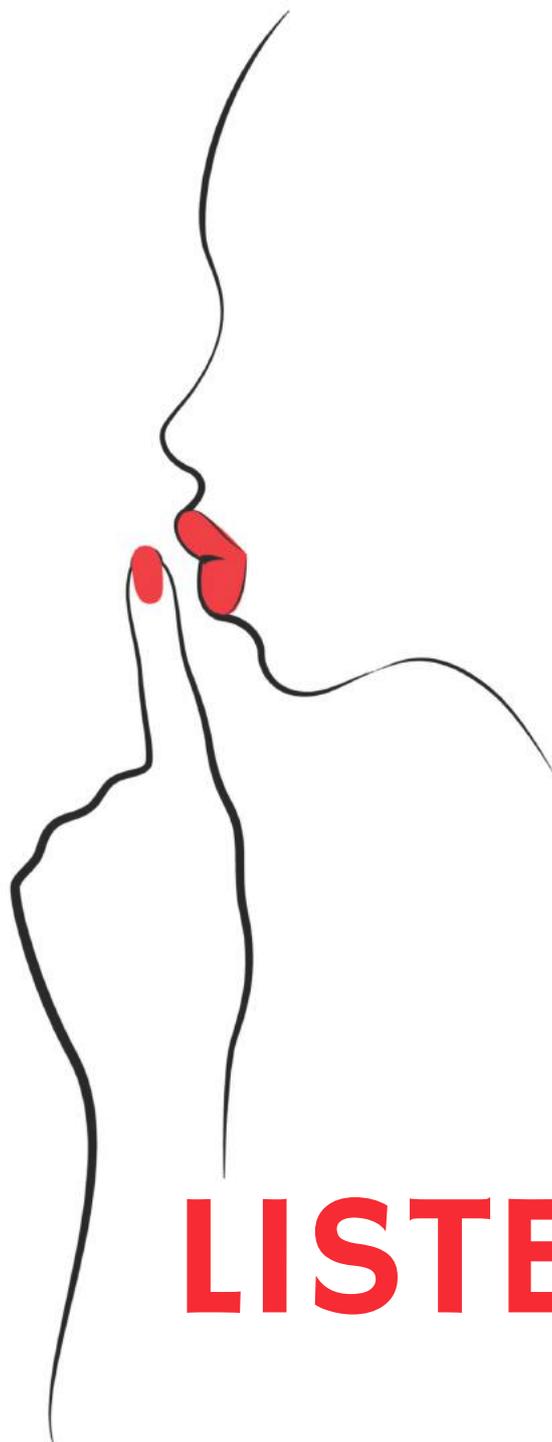
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ENGAGE WITH  
YOUR AUDIENCE

**ANALYSE THIS**

How to make data  
your secret weapon in  
content marketing

**IDEAL  
CUSTOMER?**

WHY YOU'RE  
WASTING YOUR  
TIME WITH BUYER  
PERSONAS



*The*  
**LISTENING**  
**ISSUE**

# Analyse THIS



WHY DATA IS YOUR SECRET WEAPON IN  
CONTENT MARKETING



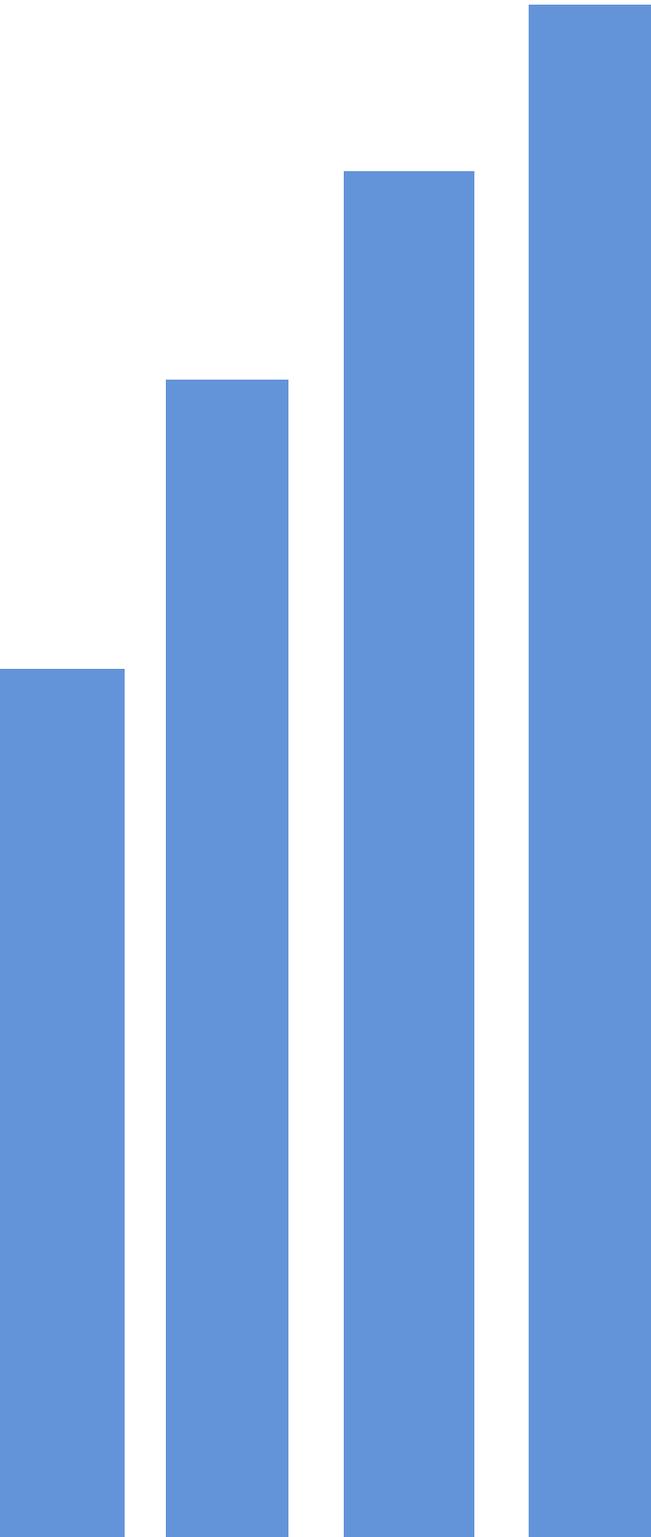
**M**ost business owners have never polled, surveyed or spoken with their customers about what they're currently struggling with and how they would like help before creating a service or product. As a result, many creatives launch a new program, course or eBook and don't make any sales.

Market research isn't an optional activity; it's a key component in your marketing and sales strategy and needs to be conducted on a regular basis. If you don't know what problem is keeping your customers up at night, you can't create an offer that will help them solve it. If you want to serve your customers and help them have life-changing results, you need to understand them intimately.

There are two types of information you need to know

about your dream customer: demographics and psychographics. Demographics include tangible information such as race, ethnicity, gender, age, education, occupation, income level, and marital status. This information is easy to find and is important because it helps illustrate who you are talking to. Psychographics require more research but go deeper by helping you identify intangible similarities between your customers, including motivations, feelings and interests. Knowing this information will allow you to get in the head of your customer and create services and products that not only speak to their pain points but help them achieve their greatest desires.

Here are five free ways you can collect information about your dream customers and use what you learn to inform your offerings.



## **REVIEW YOUR WEBSITE ANALYTICS**

Use your analytics to see where your visitors are based, what keywords they used to find you, how long they spend on your website, and which pages they click on. This information can give you a clearer picture of who your customers are and what content interests them. For example, if a post you shared on Facebook is sending lots of traffic to a blog on your website, you now know that your customers are on the platform and are interested in this topic.

## **CONDUCT SOCIAL MEDIA RESEARCH**

You can also learn a lot about your customers by using inbuilt analytics within your social media platforms. Discover your customer demographics, when they are online, how they interact with your content, and who has seen your content. You can use this information to determine what stage of the buyer's journey they're in. For example, if your customers are clicking on your sales page, you can assume they are motivated by a pressing problem and are ready to act.

## **ASK YOUR CUSTOMERS QUESTIONS**

Speaking with your customers directly through surveys and interviews is one of the fastest and most effective ways to gain a deep understanding of who they are, what is keeping them stuck and what they need to get moving again. You can ask questions around mindsets, beliefs, values and motivations. This information can help you position your brand and offerings as a viable solution. For example, you can repeat your customers' words in your sales copy and overcome objections using specific examples.

## **ACTIVELY LISTEN IN ONLINE COMMUNITIES**

You can also use online communities and forums like LinkedIn Groups, Reddit and Quora to listen in on what questions your customers are asking about your industry, niche and competitors. Because of the nature of online communities, the information shared can provide an



*Why guess and hope your next service or product will be a success when you can know for certain what your customers want?*

insight into what your customers think about topic areas and what it's like to buy and use services and products. For example, if your customers are dissatisfied with a part of your process, packaging or promotion, you can fix and tweak it.

#### **OFFER A FREE TRIAL OR SUBSCRIPTION**

Offering your services or products for free for a limited time will allow you to quickly gauge what results your customers can expect, what components aren't needed, and which parts are crucial. This information can help you differentiate between what your customers want versus what they need. For example, if your customers all say one lesson was transformative, you can build upon it and use it to make your offer more attractive.

Now you know how to conduct market research, you can do it before you create, build or launch your next service or product. Why guess and hope it will be a success when you can know?

*Rachel Kurzyp is a copywriter, marketing coach, international speaker and teacher. She has taught over 3,000 multi-passionates how to launch a profitable signature program and create content with confidence, so they can work less and create more.*

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