Psychographic Secrets

How To Tap Into The Key Emotions That Trigger Your Prospects To Buy

Tim Dodd

Disclaimer

This short report has been written for information purposes only. Every effort has been made to ensure that it is as complete and accurate as possible. However, it is possible there may be mistakes in typography or content. The report will only provide information that is correct as at the stated date of publication and, therefore, should always be used as a guide - not as the ultimate source.

The main purpose of this short report is to educate. The author and the publisher do not warrant that the information contained herein is complete and shall not be held responsible for errors or omissions.

The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this publication.

Psychographic Secrets

How to Tap Into The Key Emotions That Trigger Your Prospects To Buy

Tim Dodd

Contents

Introduction

Understanding your customers on an emotional level is one of the keys to building the types of lasting relationships that ensure your business success. Understanding things like the way your customers think, what they value, what they struggle with, and what comes easily to them are all critical parts of figuring out what makes them tick. And, when you understand how and when your prospects make buying decisions, you're halfway towards converting them to customers.

Marketing is all about positioning your products and services so that they are in front of the right people at the right time in the buying process. It's about charting your prospects' journey, starting at the point before they even know they need something like what you have to offer. The journey ends when those prospects decide to buy. You want to make sure those prospects become YOUR customers, not your competitors'. And, you want to make sure that the journey doesn't end there. It continues along as you build deeper relationships and a loyal base of customers.

Sound like a huge task to undertake? It's certainly not a quick and easy one, but it's the foundation of any good marketing plan. And don't worry. There is far more information out there than you can imagine that will help you chart the buying journey and understand your customers. There are analytics tools for determining how people are finding your site, what they're doing once they get there, and how long they stay. You can also learn a bit about your audience based on some key demographics like geographic region.

All the information you gather will help you create a profile of your "ideal customer." This is the person who perfectly fits your business model. It's the customer who buys from you consistently, is good to work with, and stays loyal for many years.

Of course, you can have many different ideal customers. For example, a business coach may work with both solo entrepreneurs and small businesses. A plumbing business might attract both home owners and building contractors. A foreign language tutor might be looking to work with both college students prepping for exams and larger businesses needing to prep for an extended assignment abroad. Each group has their own unique needs and goals. Content and marketing tactics

need to be created for each audience.

So how do you determine your ideal customer and your target audience? There are three key segments that marketers typically look at to define their target audience. They are:

Demographic	Geographic	Psychographic

1. Demographic
2. Geographic
3. Psychographic

In this report, we're going to take a brief look at all three segments. However, we'll spend the bulk of the time focusing on the last one – Psychographic. That's the hardest one to pin down, and yet it's the one that will have the biggest impact on how you make your marketing decisions.

Some of the information in this report might seem complicated at first, since it's not a topic covered in much depth in introductions to marketing. But stick with it and take your time. It's all worth it in the end if the information helps you grow your business to a whole new level.

Let's start by taking a broad look at the 3 audience profile segments independently and give examples of what they represent and why they're important.

3 Graphic Segments That Make Up Your Target Audience

Your audience is a targeted group. They have unique characteristics that make them who they are. Those unique characteristics in many cases can be quantified. This quantification or the ability to measure and track them makes it much easier to market to them.

Let's look at Demographics first because that's the segment that you're probably most familiar with.

Demographic

Demographics are the statistical data that represent your audience. This information helps you determine who is buying your products or services. This data helps you narrow down who you're marketing to. Here are some examples of demographics:

- The age of your audience. For example, age 30-55

- The gender of your audience. For example, women

- The income of your audience. For example, an annual income of £50,000 to £75,000

- Their education. For example, has achieved a bachelor's degree or higher

Demographic data is generally the data that you can find on a census. It's measurable, quantifiable, and it essentially tells you who is buying your products or services.

For example, it's much more helpful to know that you're marketing to women age 35-55 that have a bachelor's degree or to men age 18-25 who don't. The marketing tactics you use and the content you publish will be dramatically different for those two demographic groups.

Demographic information plays an important role in both determining and understanding your target audience. Geographic information is also quite essential. Let's take a look at that segment of your audience next.

Geographic

Geographic information tells you where your audience is buying. This information can be quite significant. For example, there may be a big difference between women from the South of the UK versus women from the North. And the differences are even more significant when you start talking about audiences from different countries.

Even cities within the same state have different personalities and needs. For example, Birmingham has a very different population to Bournemouth. In addition to ideologies, the lifestyle and demographics of those two cities are quite different. So it's helpful to know where your target audience resides.

Marketing content for geographic regions can vary. Think about the different cultures and holidays for countries around the world. It's good to know where your target audience lives so you can create unique marketing content for them.

For example, a bank holiday promotion for a Scottish audience would be different than one in the South of England, both in terms of message and timing.

Segmentation can add power to your marketing and increase your return on investment. And, while both demographic and geographic information can help you take your marketing to a whole new level and gain a better understanding of your audience, it's not complete information. You need to also look at psychographics.

Psychographic

Put simply, psychographic information determines why your audience is buying your products or services. Your audience's psychographic information is comprised of many variables. Some of these variables can be difficult to pin down.

As mentioned before, this report is dedicated to showing you how to determine your audience's psychographic information. We'll look at how to use the information you gather, how to track and measure it, and how to start incorporating that information into your marketing plans.

Let's first take a brief look at some of the variables of psychographics.

Psychographics are the traits that make your audience unique.

These include things like:

Lifestyle

Where is your audience in terms of their life and how do they live it? For example, are they struggling or are they highly successful? Do they enjoy nature, music or fine arts?

Values

What does your audience value? Are they motivated by thoughts of their family? Does earning more money drive them? Are they liberal or conservative?

Social Class

What is your audience's economic status and social class? For example, a young adult may be struggling financially but be in a higher social class because of their upbringing and their college education.

Other elements can include opinions, purchasing motives, personality and interests. As you can see, it can be difficult to gain this type of information about your audience. But once you have it, it can be tremendously powerful. You're able to craft content and plan marketing initiatives that speak directly to your audience and have a much stronger conversion rate and return on investment.

Lifestyle

Values

Social Class
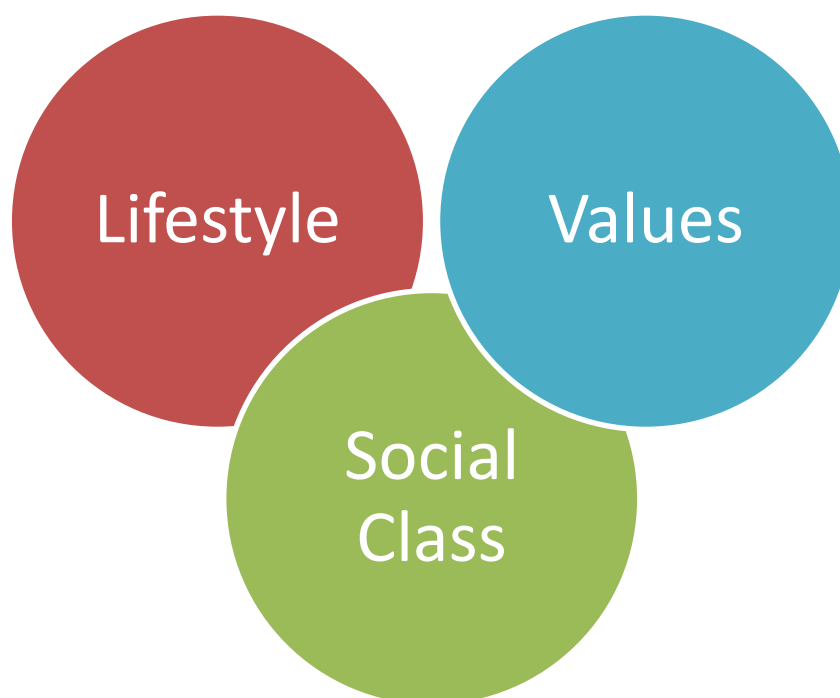
Why Demographic and Geographic Data Isn't Enough

You put tremendous effort into your marketing strategy and plan. Each piece of content is finely crafted to get the best results. Your target audience is defined in your business plan and your marketing strategy. That research, information, and description is what you use to base your tactics on.

Unfortunately, if you're only using demographic and geographic information, you're missing out on potential connections and profits and you may even be marketing to the wrong people. That's a lot of wasted time, money, and effort.
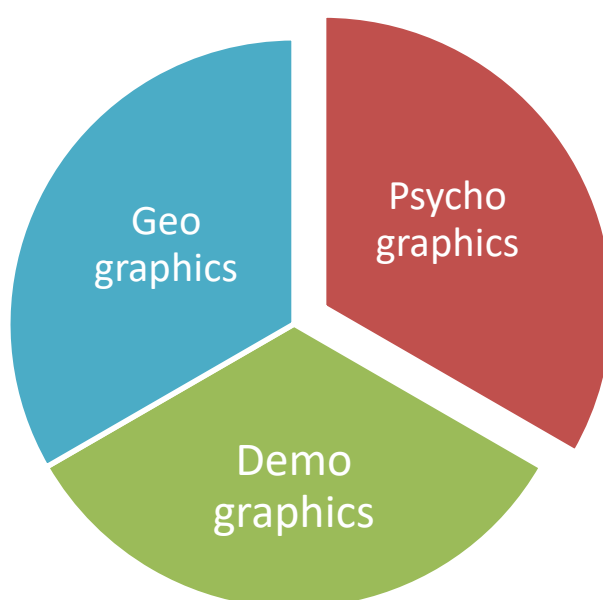
Think about this…

The year that someone was born and where they live will not tell you if they are likely to buy your products or services. It's just not enough information. It's a start and it's a good start. But it isn't enough.

Let's go back to the example of a business coach. We said that a business coach might attract solo entrepreneurs and small business owners. Each group has their own unique needs and goals. Content and marketing tactics need to be created for each audience. Let's imagine that you know the demographics and geographic information about your audience.

You know that your audience is women ages 25-40 who live in the Home Counties and that most of them have at least a second class college degree.

Great. So you start creating content for women who are business owners in this age bracket and geographic region. But what if they're mostly conservative single moms? How does that change the picture? And what if these single mom business owners are high achievers? They're not struggling, they're goal oriented, and attracted to stable and compassionate brands.

This information changes the way you market to them, right? It gives you more information to brand, to build relationships, to market and to change how you offer your products or services.

As you can see, geographic data and demographic data are really just the tip of the iceberg. They're part of the bigger picture but only a small part. If you're not including psychographic information in your market research and in the creation of your definition of your target audience, you're missing out on the bulk of your most important intelligence.

It's also critical to understand that consumers have changed. The opportunity of choice and the vast amount of information available to consumers has modified the way they shop and do business. Today, consumers create their own solutions. A look at how they buy coffee is a perfect example.

Twenty or even ten years ago, if a person wanted a cup of coffee they ordered a cup of coffee. The server might ask if they wanted cream and sugar. Today, if you order a cup of coffee you have hundreds of possible combinations. The coffee consumer is able to create and order a coffee drink that fits their needs, mood, and budget. And as they order their coffee they're able to have a lovely conversation, if they choose, with the person that's taking their order.

This coffee example can be applied to just about any product or service purchase. Consumers are now researching their purchases and looking for solutions, often customizable solutions, that fit their unique needs. Those needs may change from moment to moment as the world changes much more quickly now than ever before.

How people shop online and off has changed and that means that the more information you have about your audience, the better your marketing efforts. The big question now is how do you go about gathering this information about your audience? The process is called "Psychographic Profiling."

Let's start with the key elements of a psychographic profile.

<u>The Key Elements of Psychographic Profiling</u>

The first step to gaining a better understanding of your market and target audience is to begin to create a profile of your customer. You likely already know many of the demographics and geographic information about your audience.

It's time to start compiling the psychographics. That means collecting three different key elements of data. Let's take a quick look at these and then we'll talk about the individual pieces.

Social Profile Data

Social profile data comes from social networks. It's comprised of all the fields social media users grant permission for brands to use on their behalf. For example, when you or your customer join a social network, you fill out fields or profile information like your relationship status, alma mater, interests, professional affiliations, and occupation. It often helps you define your audience's social class.

This information can be used to establish and build a closer relationship with your customers and prospects. Obtaining and gathering the information is the first step. There are tools and services that make this step easier.

For example, Full Contact lets you query by Twitter username, Facebook ID or other contact information to find and gather social media profile information. Keep in mind that social profile data is only useable if it's actionable and combined with other data.

Behaviour Data

Behaviour data allows you to measure and track how your audience behaves over time. It segments your market into groups based on their knowledge of your products and services, attitudes toward your brand, how they use your products or services and how they respond to your business.

Behavioural data is a lot of different data collected about an individual behaviour for marketing purposes. Generally speaking, some common types of behaviour data include:

- Data collected on behavioural ad networks - how people respond to ads
- Data collected on your website
- Comments and activity on social media sites

Behavioural data includes readiness, usage, and loyalty. It can be used to help personalize your content and marketing efforts. The goal when using behaviour data is to help identify and clarify your market's interest and to know where they are in the sales funnel. The information can be used to segment and personalize offers, blog and website content and email messages.

Lifestyle Data

Lifestyle data is the process of gathering information about people's values, beliefs, interests, and opinions. There are different models that people follow and not one industry standard. The bottom line and most important factor to remember is that the information you're gathering and how you organize it must integrate with your other data and ultimately be information that you can take action on.

Market segmentation services are usually the 'go to' resource here for data collection. For example, Mosaic by Experian Marketing Services, provides segmentation insights into your audience's behaviour, attitudes, and preferences. Surveys, polls, and other data-gathering devices can also help you collect this information.

Within each of these three key elements are individual pieces that need to be examined and defined for your target audience. For example, within lifestyle there are values, opinions, and beliefs. Let's take a look at these components by providing a working definition of what each is and why they're important.

The 10 Components of Psychographics

You now know that psychographics are essential to defining and understanding your target market. What you may not know is why each piece of information is important. In this section, we'll take a quick look at how psychographics reflect your target audience's living patterns and purchasing behavior and why each piece of information is important. We wrap this section up with an action step before moving into the how-to section of this report.

Psychographics gathers info on your audience's:

Interests	Opinions	Beliefs	Values
Goals	Attitudes	Purchasing Motives	Personal Characteristics
	Activites	Social Class	

1. **Interests** – What is your audience interested in? Are they interested in pets, politics, entertainment or technology news? Your prospects' interests help you position and create the right marketing message. For example, if you have a prospect who's interested in politics, writing a headline that integrates entertainment news or gossip isn't going to work as well for them as an analogy to a political event.

2. **Opinions** – Opinions matter and your audience's opinions can spread quickly. It's important to both understand and manage your audience's opinions about your products or services so you can provide immediate feedback and an appropriate marketing response.

3. **Beliefs** – What do they believe? We're not just talking about religious beliefs. What do they believe about success, money, happiness and other elements of

life? You can connect with shared beliefs or challenge their beliefs to get them to open their mind to new ideas, products, and services.

4. **Values** – Your audience's values are their broad preferences concerning appropriate courses of action or outcomes. It's their sense of right and wrong and what's important to them. For example, do they value family over success? Do they value fame or fortune? Connect with your prospect's values to really engage with them.

5. **Goals** – What do they want to achieve? For example, are they a bargain hunter looking for the best price or are they oriented toward brand recognition? Understanding your prospects' goals can help you craft a message that speaks to them.

6. **Attitudes** - Attitudes play an important role in marketing content creation. An attitude is a positive or negative evaluation of people, events, activities, or ideas. It's also an evaluation of your organization.

7. **Purchasing motives** – Why does your prospect make purchases? What is their motive? For example, are they motivated by fear of loss or by pride and prestige? Do they want to save money? Avoid pain? Feel comforted and connected?

8. **Personal characteristics** – Personality is difficult to measure but it can play a role in creating your customer's psychographic profile. For example, is your audience complacent or determined? Are they inquisitive? Are they demanding? This information can help you provide the content and information your audience needs to make a buying decision.

9. **Activities** – What does your prospect do? What are their hobbies? What are their travelling habits, working habits, and so on. How do they spend their weekdays and evenings? This information can help you craft personal messages and it can also help with the timing of your marketing messages.

10. **Social class** – Where does your customer or prospect fall on the socioeconomic scale? Are they a professional or a manual worker? The language you use and the products or services you provide can be promoted differently depending on the social class you're appealing to.

Action Steps:

1. Write down what you currently know about your market for each of the listed psychographics in this chapter.

2. Where are you missing information about your market?

Don't worry about writing too much.

The information can be tightened and cleaned up later when you have taken further steps.

We've been talking about the why of psychographic information and creating a profile.

Let's now talk about how to get the job done because there's a lot of data and information to gather.

How to Gather Psychographic Data from Your Audience

There are a number of tools and systems that you can use to gather data about your audience. You're probably already familiar with a few of them. For example, you may use Google Analytics to help gather geographic data about your audience. Let's take a look at more tools and resources as well as the pros and cons of each.

1. Surveys and Questionaires

2. Personal Interviews

3. Focus Groups

4. Research by 3rd party companies

5. Existing Website Analytics

6. Outsource It

7. Social Media

1. **Surveys/Questionnaires** – Surveys and questionnaires are a useful and fairly easy way to begin gathering information. The real trick to success here is knowing what questions to ask and how to ask them. Surveys need to be catered to your audience and you have to also incentivize them. Many people won't fill out a survey unless there's something in it for them. For example, you might enter them into a contest if they answer your survey.

    Pro: You'll get results quickly & can gather a lot of information in a short time.

    Con: Not everyone will answer so it can be difficult to get a good cross-section of your market. You may have to add an incentive to get a response.

2. **Personal Interviews** – A few one-on-one interviews with your best clients can help you create a profile. This approach can be one of the most informative ones. It's important when conducting a personal interview to have your questions prepared in advance and to be able to record the answers.

   Pro: Detailed information from actual customers, with the chance to clarify their answers and ask follow-up questions.

   Con: Time consuming. You may spend an hour or more per customer getting the detailed information that you need.

3. **Focus Groups** - Focus groups can be conducted online or in person. It's a collection of people gathered to provide information about your market. Focus groups are generally a diverse group, demographically speaking. They can provide information about a particular product or service or they can be asked about their various psychographic information.

   Pro: You can gain a deeper insight about your prospects, and often people will chime in on other people's answers, giving you more insights and answers.

   Cons: In a group environment people may not be as honest in their opinions, values, beliefs and motivations as they might be anonymously.

4. **Research provided by 3rd party companies** – There are web-based services and tools that you can use to gain information about psychoanalytics.

   Pro: Vast collection of data that someone else collects for you.

   Con: Cost-conscious marketers who have a smaller budget may not wish to pay for this level of service.

5. **Your existing website analytics** – Use your existing business analytics to dig a bit deeper into your customers' behaviour. What are visitors clicking on? On which content do they spend the most time? Which calls-to-action convert better than others? Where does the majority of your website traffic come from? Where do people go after leaving your site?

   Pro: Readily available and pertinent to your existing visitors.

   Con: Time-consuming and you may have to go back a bit to find enough data. Can be complicated to understand and draw conclusions when there's a lot of data. Need to set up specific tests (A/B tests) to uncover patterns.

6. **Outsource it** - Hire a marketing firm to do the research and information gathering for you. They can conduct the surveys, focus groups, and dig into your analytics to manage the profiling for you.

   Pro: It's easy

   *Con***:** It's expensive

7. **Social Media** – The great thing about looking to social media for psychographic information is that users tend to be much more open when using these channels. Ethically, it's not a great idea to trawl through peoples' profiles grabbing every last bit of info you can, but you can get a decent grasp on the lives of those you're targeting.

   Pro: It's relatively easy to get your hands on a lot of data as so many people use Social Media.

   Con: Social Media information is harder to quantify than other methods and entails a number of different variables.

Each one of these methods can help add depth and information to your audience profile. Combine a few of the methods and you'll be well on your way to creating a comprehensive and accurate description of who is interested your products or services. You'll know how to market to them to meet their unique needs.

> **Action Steps:**
> 1. Choose at least 1 tool or method mentioned in this chapter and do research into your market's psychographics.
> 2. Fill in the table in your Action Guide with the information you discover.
> 3. Use the summary of psychographic data table in your Action Guide and compare it to the table you filled in earlier.

Of course, gathering the information is only the first step. You also need to apply it to your marketing strategy and plan. That's what we'll take a look at in the next section.

How to Use Psychographic Data in Your Marketing

Let's say that you've spent the time, energy, and money to gather all of the psychographic information about your audience. You now have an accurate understanding of who they are, how they behave, and why they behave the way they do. You know their needs, wants, and motivations. Now what? What do you do with all of that information?

You use the psychographic information you gather everywhere in your business. Every component of your marketing strategy is impacted by your customer profile. For example, your branding and unique value proposition can now speak directly to your customer's actual wants and needs.

How you package and promote your products & services can reflect the information and benefits that are most important to your audience. Your blog content, sales copy and email content right down to the headline and the language you use all reflects the language and benefits that your prospects prioritize and understand.

Your call to action can even be fine-tuned to speak in a language that your prospect understands. Every aspect of your marketing strategy and plan are impacted by your psychographic information and a stronger understanding of who your audience really is.

Ways to Use Your Psychographic Data

Let's take a look at five different ways you can use your psychographic data in various areas of your marketing.

1. Customer Profiles

2. List Segmentation

3. Language

4. Marketing Channels

5. Sales Copy

1. Customer Profiles

When you begin crafting any marketing piece you need to always keep your customer in mind. You may have originally created a customer profile in your business plan. You may have only used demographic information to help define your profile, and maybe some guesses about psychographics.

With the additional research you've done, you now have more information to work with and can use your psychographic data to create one or more narrowly focused customer profiles. For example, you might have a work-at-home mom profile and a single dad profile. Both are customers but each has their unique characteristics.

Take a look through the data you gathered and look for ways to divide up your customers into distinct profiles, or personas. Any time you start saying that you appeal to 'this group' AND 'that group', you probably need two different customer profiles.

The important thing is to look for key differences, commonalities, and trends in the needs, personalities, behaviours and other psychographic data. During the process, you'll also be able to start ruling out characteristics that are NOT part of your target market's profile too. Those elements are just as important to keep in mind. For example, your market may respond better to casual language and be turned off by formal or pretentious-sounding words.

2. List Segmentation

Using your new and improved customer profiles you can now apply that information to your customer database and email lists. For example, an email to single dads might be quite different than an email to work-at-home moms.

Again, both may be on your lists of prospects or customers, but the marketing messages will be different. Depending on the features of your Customer Relationship Management (CRM) platform or email platform, you can segment your list to make sure each prospect is getting the right information from you.

You probably won't be able to do this type of segmentation right away, and you may even want to move to a more advanced system if you don't have the capability. For example, you'll need a way of assigning customers and prospects to the correct segments. This could mean trying to gather data from them directly that automatically puts them in relevant segments. Or, it could mean assigning them to

different segments based on what they download, click, or buy.

Be sure to look at all the capabilities of your current email or CRM platform to see what you can do. And, if you're going to be signing up for a new system, make sure you have the ability to segment your prospects and customers.

3. Language

When creating your profiles and related marketing content, keep in mind that your messages may use different language. For example, single dads may be more responsive to masculine language and sports metaphors than work-at-home moms, as a generalization. Or, social media abbreviations might be much more relevant for teenagers and young adults, while the over 65 crowd may not understand them.

Even something as simple as the pronouns you use in your content can make an impact. For example, if one of your target markets is predominantly female, you'll want to refer to 'she' when talking about something like the use of your product. It will make it instantly relevant to your target customer and make her feel she's included.

When writing marketing content, keep your profiles in mind and make each message different based on the profile you are speaking to. Look back through your data again if you're not sure of the language you should be using. Even more importantly, make a standard list of do's and don'ts when it comes to language used in marketing materials. Make sure anyone creating content for you has a copy of those standards, along with the profiles of your target market.

4. Marketing Channels

The channels you use for delivering your content, communicating your messages, and promoting your offers will also differ depending on the customer profile you're marketing to.

For example, Pinterest has been described as a great social media site for women, but men aren't as present there as they are on other social media sites. Obviously, this isn't a hard and fast rule. Channels like social media change over time, especially as their current audience gets older and their own preferences change.

Use your psychographic profiles when you're doing any major planning as well as when you're choosing channels and tactics. Look for where each of your target customer personas are hanging out online and offline. Look at where they are doing

their socializing, research, shopping and buying. Then target your messages to both where they are AND what they're doing in those places.

For example, if your target profile is just looking for ideas on Pinterest, create an ideas board that has links to your content. If they then go to Google to search for an item, make sure you have Search Engine Optimised content that reflects what they're looking for and the terminology they use to search for it.

If another segment of your market spends more time on getting social recommendations on Facebook, you might want to focus some of your marketing on getting in front of that group with a giveaway offer or contest. Something that's specifically targeted at solving their problem will definitely get their attention.

5. Sales Copy

You don't have to send everyone to the same sales page. Your promotional content as well as your sales pages and promotional material can be created for each of your unique customer profiles.

Try setting up different landing pages for different segments of your market. Depending on who you're marketing to at the time, use the relevant URL for that market. That may mean different ads with different sales copy going to different URLs. It may even mean completely different promotions or list-building giveaways.

Then split test your sales copy in each segment. These A/B tests will tell you what works best for each customer profile. For example, you could set up two versions of the landing page for your single dad profile, and just change the headline in each. When you publish new content or do a promotion that sends people to that landing page, you can use a tool like Google Analytics to send half your traffic to one version vs. another

When you hyper-target your landing page copy this way, you'll likely see a big jump in conversions.

Just remember to always use your customer profiles when writing or creating any type of content for sales pages, emails, products, contests, promotional items and contest prizes. For example, a single dad might be more interested in winning a ticket to a big sports event, while a work-at-home mom may prefer a spa package. That doesn't mean that women don't like sports events, but your profile should tell you this type of information.

Action Steps:

1. Review the data you researched and write at least one customer profile.

2. Use the table in the Action Guide to break down your information into more profiles if the data revealed that there are distinct differences and groupings among your customers.

3. Now, ask yourself how these profiles will change what you're currently doing in your marketing. What are you going to do differently in each aspect of your marketing?

4. Use the table in your Action Guide for ideas in areas where you could revise your marketing approaches.

As you can see, psychographics take your marketing strategy and tactics to a whole new level. Without this information it's like trying to have the same conversation with your grandma as your teenager. Each person has different goals, experiences, and language that they understand. Psychographic data gives you the power to speak to your listener in a way that they'll respond to.

Next, we'll talk about how to track your results so that you can know if you're getting the return on investment that you were hoping for. This step is imperative. It can tell you if you're on track with your marketing or if your messages need some tweaking.

Tracking Your Results

Tracking your results hopefully isn't something you're new to. Ideally, you're already tracking your click-through-rate, your conversions, your traffic and even engagement on social media. A tool like Google Analytics, free with a Google Account, is one tool you can use to track your results. You can also use the free analytics insights that most social media platforms include with your account.

What's different now about tracking and measuring results is that you're no longer looking at all of the results in one big batch. Instead, you're looking at the results over time in each segment. Continuing with the example of the single dad and the work-at-home mom, you wouldn't look at their results combined.

What you'd do instead, is evaluate the effectiveness of your marketing efforts for the single dad segment and the effectiveness of your marketing efforts for your work-at-home moms. This requires a bit more organized system for tracking and measuring results. Again, Google Analytics segmentation features makes this easier.

In addition to measuring click-through-rates for each segment, you'll measure conversions, engagement, buying history, and segment retention. For example, you might find that work-at-home moms make many purchases right away on your website, but then they drop off your site and out of your sales funnel.

Single dads may stay in your funnel or on your website for a longer time, but their purchases might be spaced out and less frequent. This information, as you might imagine, helps you craft different upsell and cross-selling messages for each segment. You'll also be able to decide where to add more content to help with buying decisions, or just to keep your market's attention.

Examples of Measurement Tools

General Metrics

We've already mentioned Google Analytics as a tracking and measurement tool. You can use that to measure traffic and clicks for your content. You can also use it to track goals and complete sales funnels. If set up properly, it will tell you information about your social media traffic, your ecommerce site, and all sorts of other variables. Explore the site and pick one or two things to focus on first since it can be overwhelming.
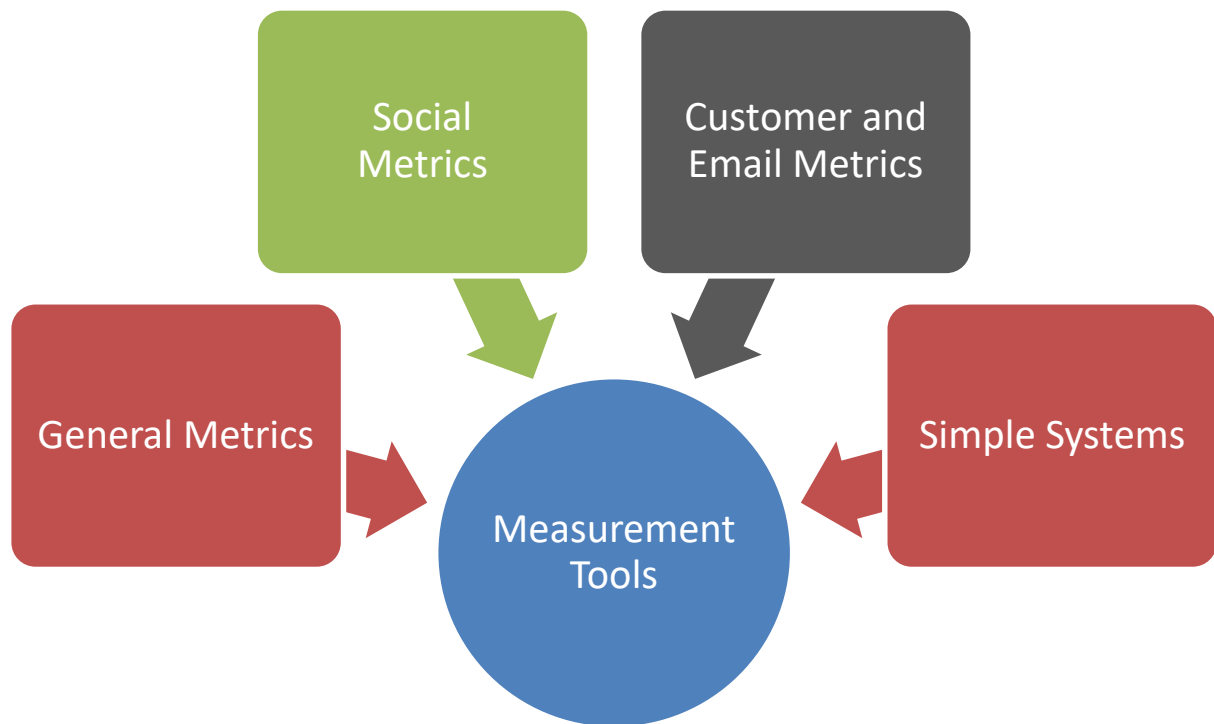
Social Metrics

For social media metrics, you can look at the general data that each social media site offers, but there are many tools that provide greater insights. One to look at is True Social Metrics. They have a 30 day free trial and they do offer segmentation.

Customer and Email Metrics

There are many Customer Relationship Management and email autoresponder systems that provide list segmentation features and analytics that will help you manage exactly when and what information you send to your customers and prospects. Aweber & GetResponse are two such services for basic email list segmentation. Ontraport & Infusionsoft are examples of more robust CRM systems.

Simple Systems

In addition to leveraging technology to help you track and measure results, there are simple systems you can put into place to make sure each profile has unique information. For example, you might create a unique URL and promo code for each audience. This way you can make sure your data is pure and only relates to that specific profile and market segment.

Whenever you create new content for different audiences, such as separate URLs or codes, be sure to track what you created and where it's being promoted. At the basic level, you could use something as simple as a spreadsheet to keep track of this

part of your marketing. Leave room for recording the results of your different marketing efforts, such as the conversion rate for each.

As you begin creating a marketing strategy and a plan for each segment, keep in mind that this is also the time to identify what you're going to measure and how you're going to measure it. What information will you track and how will you track it?

When will you evaluate results and how will you know you've achieved success? Build these systems into your strategy and plan to make sure that you are able to gather all of the useful and pertinent information to continue strengthening your marketing.

Action Steps:

1. Explore the different tools and measures available and identify how you will track your data ongoing. Use the table below to keep a record of the tools you've used/intend to use.

2. What tracking and data-gathering will you start doing now? What will you plan to incorporate in the future?

3. Keep a record of any metrics results you can find right away using the information you currently have, such as from Google Analytics. Don't worry if you can't complete this part of the activity right now. It takes time to gather enough data on specific changes in your marketing.

Conclusion: Putting It All Together

If you've been completing the action steps along the way then you already have the beginnings of an action plan. If not, no worries. It's now time to start the process of creating a strong customer profile for each of your audiences.

Within that profile will be a description of your audience that includes psychographics. It's time to put together an action plan for gathering and analyzing the data you need.

- Gather Demographics & Geographics

- Compile Psychographics

- Create Audience Profiles

- Integrate into Marketing Strategy

- Track Your Success

Review your existing customer profile. Gather the demographics and geographic data for your audience. Begin compiling the psychographic data for your audience. Consider starting with your email list and perhaps your social media followers. You can use any number of the services and tools mentioned in the report as well as any of the dozens of free and paid services available online.

Create a detailed description of your various audience profiles. Keep in mind that you can, and probably do, have more than one target audience. Once you have your profiles, return to your marketing strategy and begin to integrate your new profiles into your strategy. For example, your content marketing plan might include different email subject lines for your different profiles.

The last step is to make sure you have systems in place to measure and track your success. Remember that you don't have to integrate your profiles into every marketing channel and initiative all at once. You can start small.

For example, you might apply psychographic profiles to your email marketing efforts first. This is where you may see the biggest results. You can then add it to your website sales copy, your advertising and gradually integrate it into every channel and phase of your marketing plan.

Action Steps:

1. Use the action plan in the Action Guide to set tasks and deadlines for the following;

   a. Gather the demographic, geographic & psychographic data for your audience

   b. Create customer profiles

   c. Determine marketing tactics

   d. Measure and track results.

Has this this short report proven helpful?

Hopefully, it's provided you with a solid introduction as to how you might use Psychographics in your marketing and help to accelerate your business growth, if that's one of your primary, long-term objectives. And I'm sure that you also realise that there's a great deal more you'll need to do in order to get your business to the level that you truly want.

So, if you want to grow your business quickly, head over to…

www.3dConsultingServices.com

and see how else we can help you achieve your long term goals faster.

We guarantee you'll be delighted you did!

About The Author:

Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that's most convenient for you.
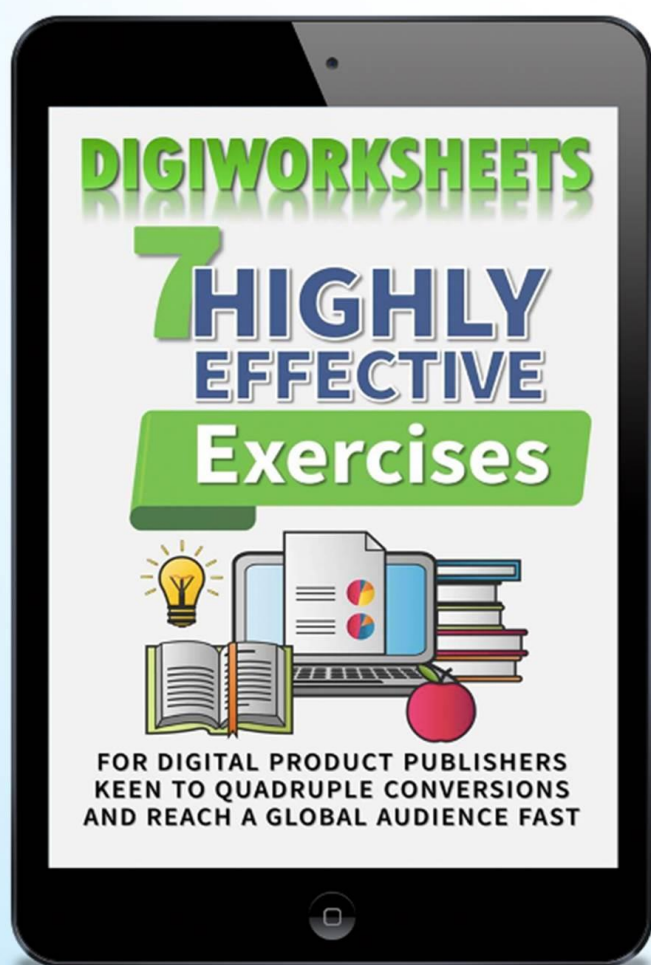
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

Discover 7 Highly Effective, Value-Adding Coaching Exercises Guaranteed To Boost Your Own Digital Product & Online Course Sales That You Can Start Using Today...

DIGIWORKSHEETS

7 HIGHLY EFFECTIVE Exercises

FOR DIGITAL PRODUCT PUBLISHERS KEEN TO QUADRUPLE CONVERSIONS AND REACH A GLOBAL AUDIENCE FAST

You'll Truly Appreciate How Well These Exercises Work Very Soon After You've Completed Them!

Whether you sell your own digital products or online courses on a third party platform like Amazon, Udemy or just your own local website, you're about to find out how you can quickly and easily make considerably more money from doing it...

So if you want to learn how you can easily set yourself apart from all the other suppliers in your market, take a quick look at this new course right away and then start by completing the first exercise, and you'll quickly see what excellent value it represents.

Get Access Now!

3d Consulting Services

Magnify Your Mission : Multiply Your Reach

3d Consulting Services