



CreativeWorks
MARKETING

Trusted Process. Proven Results.

**Think You
Know Your
Customers?
Think Again.**





The Importance of Understanding Your Customers

Picture this. Customer A has frequented your business regularly over the past 5 years. You seemingly have a good relationship with them until one day, they stop showing up. You wonder to yourself: “What happened? Has their time finally come?” Not exactly; they just took their business elsewhere.

This scenario occurs all too often, and while it’s a reality of business, there are things you can do to mitigate it.

One of those things is truly understanding who your customers are in order to provide them with the best possible experience that’ll leave them no choice but to keep coming back.



Prolong the Customer Lifecycle

The customer lifecycle describes both the length and type of relationship that customers have with a company. Your goal should be to make the customer lifecycle long and beneficial for both parties, connecting with your customers continually and through a variety of different touch points. To do this, acquiring customers is just the first step. You must strive to maintain their interest in your brand and prolong the relationship for as long as possible beyond first contact. A loyal customer brings as much value to your business as your business brings to them!

About 50% of loyal customers have left a company for a competitor who was able to stay more relevant and better satisfy their needs. (InMoment)

Start Off Simple by Creating Buyer Personas

What is a buyer persona? Think of it as a mock customer you've envisioned based on information you know about your real customers. The goal is to create a profile for your different customers based on personal info (age, gender, location, income, etc.), professional info (job title, industry, media/social preferences, etc.), values (personal and professional), and goals and challenges. Whenever you make a key decision for your business that will impact your customers, refer to your buyer personas. In doing so, you'll ensure that you always consider their needs based on what you know about them and their pain points.

49% of Canadian consumers have switched providers due to poor customer service. (Accenture)



Use Business Data to Create Personalized Experiences

When's the last time you took a good, hard look at your business data? Believe it or not, you likely have tons of valuable information about your customers just waiting to be discovered. Data from your sales, web and social analytics and customer communications can provide you with information that you can use to create personalized experiences for your customers. All it takes is a little bit of time and analysis to make the most of it!

If you haven't started collecting this data, the time is now! The continual growth of digital tools – web analytics and behavioural data – gives you the ability to know your customers better than ever before and tailor your product, service, and communications to their tastes and preferences. Many consumers will willingly give up personal information and insights in exchange for something valuable to them, such as discounts or special offers.

80% of customers gradually gained loyalty for a brand over time, due to experiences with excellent products, service, reviews, advice, etc. (InMoment)



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Make Market Research... and Your Customer...Your Best Friend

Best friends know everything about each other, right? It's time to make your customer your best friend! What better way to do this than learning about them through market research? Even the smallest gesture such as sending a satisfaction survey after a purchase can let you know how your customers are feeling about your business. When it comes to conducting market research, you can opt for quantitative or qualitative research methods.

At CreativeWorks Marketing, we prefer qualitative research to really draw out the opinions of your customers. When you hire us or another marketing agency to conduct your customer research, not only is it 100% confidential, but it allows your customer to be more open and honest and really have a dialogue about any concerns or challenges they have when working with your company. Once the research has been conducted and analyzed, the ways in which you use it to inform your business decisions are endless (i.e. changes to processes or communication methods, new products and service offerings, etc.).

82% of customers feel more positive about a brand after engaging with personalized content. (Demand Metric)



CreativeWorks Marketing: Your Strategic Partner

CreativeWorks Marketing is an award-winning agency that helps businesses understand their unique strengths and achieve their marketing goals. Our proven strategies maximize impact, reach, and effectiveness.

If your marketing efforts aren't delivering the results you expect, contact us via email, text, or call. You'll be glad you did.

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