



CREATING YOUR VIRTUAL CLIENT

With a little help from Business Fulcrum



Think of your target market firstly in demographic terms:

- Are they male or female?
- What age group?
- What's their job title?
- What kind of company/industry do they work in?
- Where are they based?

Creating a more detailed target market profile will help you reach them in a more relevant and actionable way. Here are the things to consider:

- What might their typical workday look like? ***Start time/breaks/end time***
- What challenges/frustrates/worries them most about their job?
- What's the convenient way for them to fill any needs/skills gaps? Workshops?
Online learning? Other?
- What are they typically interested in outside of work or complementary to it.
- Are they the primary decision-maker or do they need to run things up the chain of command?

- How might they prefer to receive information? (Door drop, e-mail, mail, SMS txt etc.)
- With which content formats (case studies, video, articles etc.) do you think they would prefer to engage?
- Do you think they get most of their information during work hours or at home?
- How much information might they want to receive, and how often? E.g. a monthly newsletter, a weekly newsletter/a one page missive, a lengthier communication
- At what times do you think it most likely that they log on to social networks? Which ones?
- Who/what influences them looking into new opportunities? (Organisations, peers, sector media etc.)
- Are there any organised events at which word of mouth information can easily spread?
- Are there any recognised movers and shakers in the sector?
- Are there internal or external events/dates that might trigger interest?

KEY QUESTION

- What's in it for them to work with YOU?