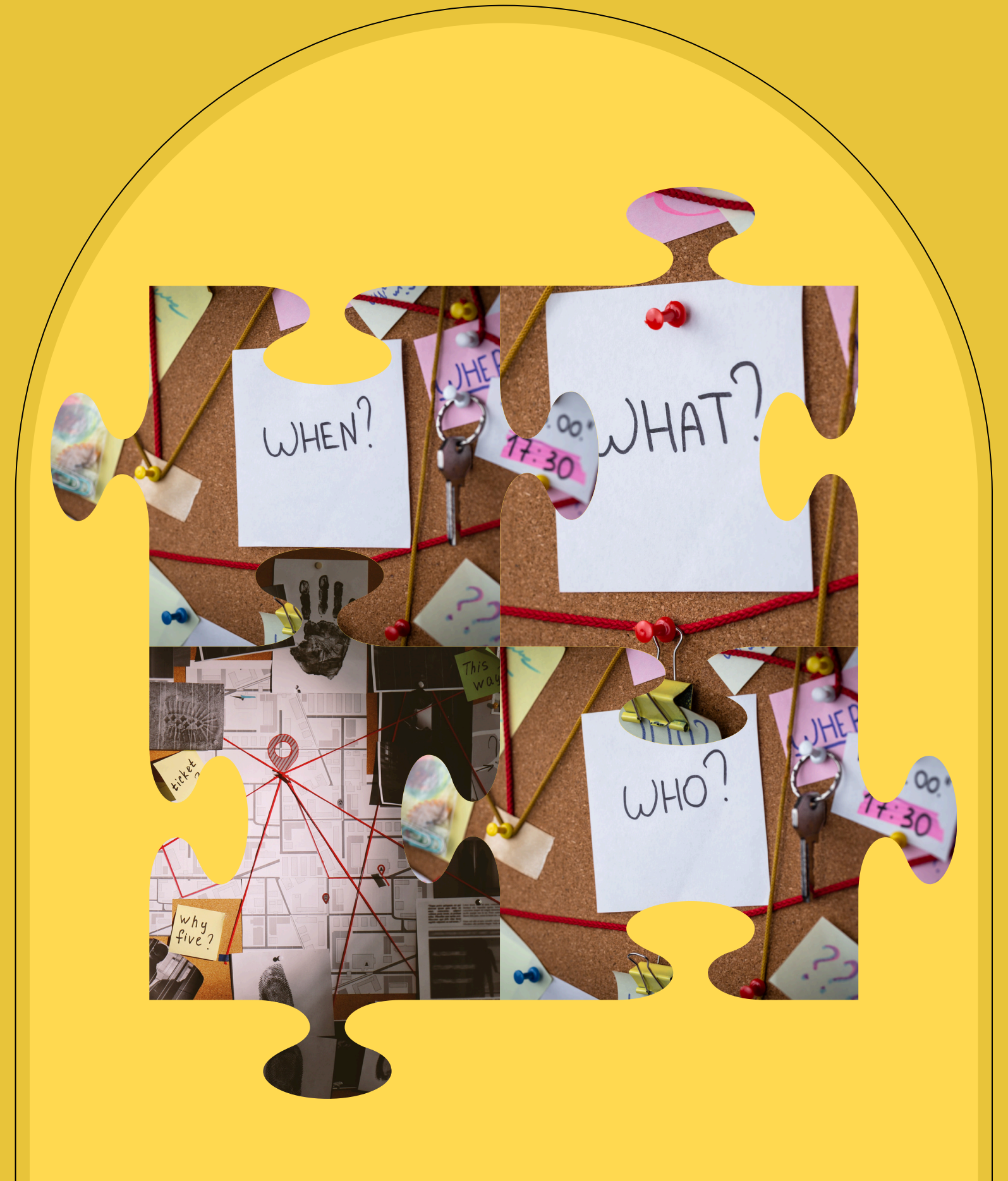


Maximise Your Marketing Impact

Understanding Your Audience Toolkit



Empowering
Good
Business



IT'S STILL ALL ABOUT THEM

Every savvy marketer will tell you that the secret to success is all about being "customer-centric" – *"you need to put your customers right at the heart of your strategy"*.

But what does this actually mean? And how can you implement it if you're running a startup or a small business? Let's dive in!



STAY RELEVANT

Just like we talked about in [*Identifying the Core Problem*](#), it's crucial to keep your detective hat on combining market research with testing to stay relevant and avoid unnecessary costs with the wrong advertising and solutions you don't need.

Think of market research as a treasure map leading you to the gold of customer insights! It's where your brilliant ideas get to strut their stuff, but remember, they need the stamp of approval from your audience. Think of it as a fun game of "Guess Who?" where you make educated guesses about what and how your customers want, and then you check in with them to see if you've hit the bullseye or if there's room for improvement.

DON'T BLAME THE AGENCY

This is how you take ownership of your marketing! Before spending time or money on videos, social media, or digital marketing just because you're told to, take a step back. Find out where your clients actually are and what they want to hear from you—when and how. One right message in the right place beats 1,000 shouting into the void every time.



PERSONAS ARE OVERRATED!

There, I said it! Guessing games are fun—just not for customer segmentation. Without real customer insights, you're just throwing money at guesses. Get to know your customers first; the rest will click into place. In this toolkit, I'll show you how not to overcomplicate what already takes a lot of work. Keep it simple, smart, and customer-focused!



STOP JUMPING THE GUN!

We have a habit of making assumptions to "fill in the gaps" instead of actually connecting with the people who matter most – our customers! It's a bit like trying to guess the end of a joke instead of just asking for the punchline. So, don't do that! Instead of relying on guesswork, transform your guesses into testable assumptions.

SUGGESTED SOURCES

Making time to regularly check out consumer and market research can really save you both time and cash in the long run.

It allows businesses to stay ahead of trends, understand customer needs, and make informed decisions that enhance competitiveness.



SOME RESEARCH SOURCES I USE

- Australian Bureau of Statistics (ABS)
- Small Business Association of Australia (SBAA)
- Reports from McKinsey, Deloitte, or PwC on small business challenges
- Industry-specific publications
- Competitor websites and online reviews (e.g., Clutch.co, Trustpilot)
- Surveys from platforms like SurveyMonkey or Qualtrics
- Social media insights (e.g., Instagram, LinkedIn, Twitter)
- Publications from online tools & platforms such as Google Business Profile, SEMrush, Ahrefs, BuzzSumo
- Competitor blogs and customer feedback on marketing services (check direct competitors in your niche)

USE OF AI TOOLS

There are plenty of AI tools to help with your initial market research. But remember, knowing your subject is essential to get the most out of them. This helps you ask the right questions and evaluate responses effectively.



HERE ARE SOME AI TOOLS I USE

- **ChatGPT** free version is still great for everyday tasks like answering questions, content creation, and problem-solving.
- **Google Gemini** with Google and Canva business paid subscriptions.
- **Microsoft** free image generator.
- AI for Data sets like **DeepSeek**.

**Discover more articles
about AI tools in our
AP360 LEARNING HUB**

1. DESCRIBE YOUR IDEAL CUSTOMER



AI PROMPT SAMPLE

"Based on what you know about my business, offerings and competitors, research the people in my public target with detailed demographics, interests, and profession. Include as much information as possible and sources"



YOUR ANSWER HERE

2. FIND THEIR PAIN POINTS AND IMPACTS TO THEIR LIVES



AI PROMPT SAMPLE

“Based on you know about my business and my audience, what real, personal problems do they face, how they impact their personal lives and how my business solves these personal problems? Include links to your sources.”



YOUR ANSWER HERE

3. WHAT INFLUENCES THEIR PURCHASING DECISIONS?



AI PROMPT SAMPLE

“Based on you know about my business and my audience, research what influences their purchasing decisions related to [your product/services]. Include links to your sources.”



YOUR ANSWER HERE

4. WHERE CAN YOU FIND THEM?



AI PROMPT SAMPLE

“Based on what you know about my business and my audience, research their behaviors and preferences, such as are they online or offline? What channels they use for leisure? What channels they use for business? What type of content they like? Include links to your sources.”



YOUR ANSWER HERE

5. CREATE HIGH LEVEL SEGMENTS BY PURCHASE BEHAVIOR



AI PROMPT SAMPLE

“Based on your previous answers, help me identifying the three segments of purchase behavior in which I can categorise my target audience? Include links to your sources.”



YOUR ANSWER HERE

6. POPULAR SEARCHED TERMS



AI PROMPT SAMPLE

“Based on what you know about my business and my audience, research their most used search terms [this month], relevant to my [business/product/service]? Include links to your sources.”



YOUR ANSWER HERE






6. START SHAPING YOUR CONTENT STRATEGY



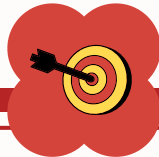

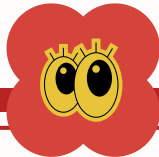

AI PROMPT SAMPLE

“Based on what you know about my [business/service/product] and my audience, and your previous responses, please create a table outlining the three primary segments segments by purchase behaviour, their personal pain points, their professional pain points, where we find them, popular content detailed format and their most used search terms this month relevant to my business? Group by [most used search terms]. Include links to your sources.”

Here’s one example from my business

Search Terms (Feb 2025)	 Segment	 Personal Pain Points	 Professional Pain Points	 Where to Find Them	 Preferred Content Formats
"Cost-effective marketing"	<ul style="list-style-type: none">Budget-Focused	<ul style="list-style-type: none">Financial stressFear of overspending	<ul style="list-style-type: none">Limited budgetsNeed effective, low-cost strategies	<ul style="list-style-type: none">Business forums (Flying Solo)Local meetupsLinkedIn	<ul style="list-style-type: none">Guides & ChecklistsTemplates: Easy-to-use marketing plansCase Studies
"Digital fundraising strategies for charities"	<ul style="list-style-type: none">Focused on trust and engagement	<ul style="list-style-type: none">Desire for community impact	<ul style="list-style-type: none">Effective engagement	<ul style="list-style-type: none">Facebook Groups	<ul style="list-style-type: none">Strategy GuidesWorkshops
"Marketing consulting for small business" "Marketing coaching for start-ups"	<ul style="list-style-type: none">Growth-Seeking SMBsReady for expert support	<ul style="list-style-type: none">Lack of confidenceOverwhelm	<ul style="list-style-type: none">Need tailored strategies	<ul style="list-style-type: none">LinkedIn	<ul style="list-style-type: none">Coaching Sessions: Success stories from clientsHow-To Articles

Include your answers

					
Search Terms (MM/YYYY)	Segment	Personal Pain Points	Professional Pain Points	Where to Find Them	Preferred Content Formats
Write here	Write here	Write here	Write here	Write here	Write here
Write here	Write here	Write here	Write here	Write here	Write here
Write here	Write here	Write here	Write here	Write here	Write here