PROFILING

GREEN INDUSTRY

CUSTOMERS

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Profiling Your Green Industry Customers Guide

By the end of this Profiling Your Green Industry Customers guide, you will have a totally different mindset. This is something that really hasn't been talked about a lot on the Internet much. More importantly, I really feel like this is one of the main reasons why managers fail when it comes to building a lawn care or other green industry business. You must understand your customers to know what services to offer, what marketing should look like, everything.

Overview of Guide

Then we're going to talk about mind mapping tools that really will help speed up the process of implementation to help you successfully get on the right path. Before we get started and talk about mindset and mind mapping tools. As you understand how the entire process works, you'll be able to implement this at a faster rate.

Then we will be researching your competition. Now the reason you want to research your competition is because your competition, especially the ones that are doing well in the market and dominating the market, are gathering data you need. So they already have the customers.

They already have the traffic. And all you must do is simply look at them and look at who their buyers are so that you have the right information and you'll be

able to figure out who your perfect buyer is, what their likes are, what their dislikes are, and everything of that nature. Then we're going to talk about the basics of profile.

So after we have gathered the competition, we want to profile our perfect buyers. And I'll talk more about that, utilizing certain tools that you can use to find that data out. Once we have figured out the basic data such as who the person is, maybe their age, maybe their income, maybe their education level, we can gather even more intel. But before we can do that, we need the basics so that we can match things up and make sure that we are actually headed the right direction.

Next, we're going to talk about some shortcuts. So over the years, I've done this many, many times and I figured out some shortcuts to help you speed the process up. Then, we're going to talk about a typical day that your perfect buyer goes through. And the reason you want to do this is because it's going to reveal to you a lot about your perfect buyer. What does their day look like?

What are Customers Afraid Of?

What are their insecurities? What are their fears? What are their strengths? What are their weaknesses? Everything about them to the point that you know, if you place your lawn care services right in front of them, will they buy them, or will they just totally ignore you? So that's just something good to know before you start selling any untested services.

Because many people make the mistake of just launching products and services, not realizing who their perfect buyer is and then, of course, later on wondering why in the world is their product and service not selling. I'm sure you've been there, and I've been there as well and you have made the right choice in taking this first step.

And then, of course, we're going to talk about media mapping. We are going to use certain media sources to really go deeper and dive deeper into understanding the perspective of your perfect buyer. What are things they like to watch on YouTube or other social media? Weed identification, how to start a garden? What are things they don't like?

And it'll just make things more clear to you as far as putting yourselves in their shoes. Because sometimes putting yourself in other people's shoes is a hard thing to do. Just saying, hey, put yourself in those shoes and think like them, That's not always easy thing to do. And of course, finally, is going to be talking about buying habits. This is going to reveal to us what they buy.

And by knowing that and knowing the habits, what they how much money do they spend and everything like that, that is going to reveal to you future products and services that you can offer later. So this is not just finding the perfect buyer, it's finding what they want at the end of the day. So you see why this is so important and how it's going to make a vast difference in your business?

Well, hopefully, you are excited as much as I am excited about teaching this to you and helping you

out. So let's talk about mindset. What I want you to do before you read this guide is to understand that the biggest mistake most product owners make is selling their features alone.

Customer Perception

So if you build, for example, a piece of software, your marketing says this software can do this and it can do that. But, really, what it comes down to is your perfect buyer is wondering what's in it for me.

Right? So that comes down to benefits. Maybe the software maybe the software can speed the process up. But the benefit in that case is that it can save time. You can say it saves time. You have probably been taught that benefits are crucial. But let me challenge that at the same time.

Let me ask you, how do you know if these benefits are really the benefits of your perfect buyer? Because if you don't know your perfect buyer, how do you know if those benefits really are impactful? Do you know even what your perfect buyer looks like? Do you know what their typical day looks like? And do you know their fears and what gets them excited?

You see what I mean here? You need to know your perfect buyer. And without any of that information or that type of intelligence or data about your perfect buyer, you don't even know if the benefits are even going to be impactful or not.

So, hopefully, you have a better perspective of why we are taking this approach and why this particular

mindset is crucial. So, moving on, I want to talk about mind mapping tools. And the reason is because this is not really required, but that can help you brainstorm and implement things a lot faster. So as far as implementation goes, once you've mapped things out, map out your typical perfect buyer's typical day. If you can map that out, you can always go back to it and look at it.

It's just easier for the brain to understand things when you map things out. I personally use a free iPhone mind mapping tool. You don't have to spend anything else. You can spend $2, $3 to upgrade to a paid version if you would like, but there are tons of free mind mapping tools out there that you can use.

Now if you like free mind mapping tools you can use on your desktop computer, then you might want to check out Xmind. I use a software called Lucidchart. Lucidchart is one of the best paid flowchart tools out there and definitely will help you kind of map out things out of your mind. And that way you look at it in the future. Like I said, it's just going to make things a lot easier.

Do Your Research

Let's look at how to research your competition. Keep a paper and pencil or some sort of notepad ready so that you can jot down the websites. Now, this is not complex. What we're looking for is high traffic competitors that might be doing well. Because the more traffic that they are getting, the more these particular tools that we are using will reveal.

Alright? So let's get started. So the first site that I want you to go to is called quantcast.com. Go to quantcast.com, click explore, and you type in a keyword. Jot down the keyword that best describes your general niche. Don't be too specific just yet.

So in this case, let's say, for example, that I want to create a service that primarily appeals to lawn care owners. So I'm going to type in lawn care or lawn care companies, and go ahead and click enter. You should also add your city name so you will get more detailed information.

Now, visit these websites and just make sure that these sites fit your key work of lawn care or lawn care services. View some sites. Make sure that that is the type of sites that we want to create. Maybe you want to build something like this and you want to track people in. You want to attract a perfect buyer in, gain their trust so that you can ultimately sell other things.

We can see that it's about fertilization, weed control, insect control, and other green industry help. So we can see that most of the website is for our audience. So if that's the case, we want to definitely copy this. Open up notepad and put that URL in here.

Research Websites

There are 2 other sites that I will recommend. Similarsitesdot.com, which basically, if you enter a URL of a website, it'll tell you all the other websites that are similar to that website.

We can get an idea of a hyper responsive buyer too if you look through here. And sometimes if they have forums, that'll give you a good chance to see what kind of questions people are asking, kind of their frustrations, their likes or dislikes, and just could get a feel for what that person looks like.

And, when you look at the websites, are there similarities within the websites? Look and see if you can find similar patterns throughout these websites.

Now when you have 3 websites, you are pretty much ready.

Now, I want to offer you a different web site as well, a similarweb.com. This is a paid tool, but you can still enter these websites in here and find more data about these websites. You can see the rank within worldwide, within US and the global ranks. So this gives us a better picture of the website itself.

We can see that it's getting a massive amount of traffic mainly from the US, Australia, UK, Canada, and India. We can see that the most traffic was from search volume. So this is kind of painting a picture as we call it. We can see referrals, basically what sites they coming from.

We can see search, we can see social, we can see a lot of these people seem to be on Facebook and Pinterest, which kind of fits it because Pinterest is where a lot of visual, people go. We see audience interest, so this kind of reveals to us potential buying habits. But right now we're not really interested in doing too much research, we just want to get an idea of what that basic picture looks like.

So you can enter the other ones in here but that's fine. All we need to do is create that list. And we as you can see, we have a list of 3 websites and that's all we need right now.

Using Alexa.com

Now, we are going to discuss about the basics of profiling. Step 1 for figuring out who your perfect buyer is and what do they look like. So to do that, I want you to get access to the list of websites that you copied earlier and go to a website called alexa.com.

You will notice that they have a free version, which is limited, and they have a paid version, which gives you all the data that you need. But for this case, you really don't need the paid tool, you can use the free version itself. So let's put the websites that we found into alexa.com.

We're going to paste one. We're going to click on find. And here we go. Basically, the lower the number, the higher the rank. What we're looking for is where is our perfect buyer and who is our perfect buyer. If you scroll all the way down to the very bottom, you're going to see audience demographics. For example, you might see gender is female.

If we know that the major demographic in this case is female, we know that we're probably going to speak directly to females. We can see browsing location is at home, so that's a good sign. That means that they are at home, they're not on the work computer.

And that also tells us that if they're more likely to buy something or if they're on their home computer than if they were on their school or work computer. So that's a good sign. We can say browsing location is home. Then we can see education.

Let's say a high percentage have at least a college degree. Now we know we're going to have to speak intelligently to this somewhat educated market. So this is kind of painting a picture here. Continue with at least 3 websites. If it's not consistent across the board, then maybe there's something different about these specific websites.

Depending on the traffic source, that can reveal different things to us. Now we look at how the site is laid out. Maybe we see services, programs, staff, guarantees, pricing. So another thing we can do is let's see if we can find some sort of forum or customer questions or reviews.

Find all the data you can. So that way, you know who is going to be your perfect buyer. Look at the website. Is the website fitting what I'm trying to sell? Next we will gather more intel using more tools.

Customer Insights

Now we're going to take it a step further with Facebook Insights. You will need to have a Facebook account in order to do this.

Log in to your account and go specifically to facebook.com/ads/audience_ insights in the address bar. Choose an audience to start, either everyone on

Facebook or people connected to your page. Now this is the assumption that you haven't started a page, or your page doesn't have an overflow of traffic to it. So you definitely want to start with everyone on Facebook.

Now the reason why Facebook audience insights is so powerful is simply because it allows you to dig really, really deep. You can dig into many things. This is basically showing you what all these people on Facebook enter their profile, their likes, their dislikes, their age, their gender, everything. In fact, Facebook is one of the few big companies that is giving you access to this data.

Obviously, they want you to use this data for the purpose of Facebook ads. But, you can use this data for your own products and services and for your future ads as well. Start out with one country, the United States. We want to make sure that we see patterns that are continuous and consistent patterns that show us consistent data with the data we saw on Alexa.com.

Where it says interest, put lawn care or whatever that you're trying use to attract them. You might end up with DIY lawn care people so you may want to look for something else you know people in your area would be interested in like golf.

Facebook gives you a more thorough breakdown of the age range. You can see the age range for people interested in lawn care.

You can see, the US demographics and interest data based on purchase behavior, brand affinity, and other

activities. Relationship status, job titles, we can see page likes, what do they like? What kind of pages on Facebook do they like?

Website, books, writers, magazines. What magazines are they reading? Better homes and gardens, entertainment, country music, food, beverages, news media, fictional characters' home and garden. What kind of pages do they like?

Activity, we can see frequency of activity. How engaging is this particular audience or how hyper responsive is this audience? What kind of device that are they using? We have household income. How many of them actually own homes? Household size, home market value, and spending methods. Then, of course, purchase methods

So Alexa kind of gave us a broad overview. And of course with their paid version, you'll get a more detailed view, but I'm using all free tools here and this gives us a more specific view. So now you can look at this and have a better view of what this person looks like.

Magazine Media Kits

Now that you understand how to figure out the exact demographics by utilizing the Alexa.com tool, the Facebook ads audience insights tool, Look for a magazine for your particular niche. With magazines, they always have what we call media kits.

 Within the media kit itself, it will tell you the exact demographic. So you might get some data from these media kits that you might not get from these other

tools. And that's why we're using this route in addition to everything else. Finding a media kit is fairly easy to do.

Go to google.com and you want to type in the niche. So in this case, it is lawn care or weed control or weed control my city. And after that, you type in the word magazine and then you type in mediakit. Obviously, you want to make sure that you visit the site and make sure that the magazine fits your products and services.

Let's say your ideal customers like to read Fine Garden so we go to Fine Garden Media Kits. And if we go to click on images here, we can see what the magazines look like so we have a better idea of what we're dealing with.

So, for example, if we were to click on Better Homes and Gardens, it's not directly related, but we can see that it is somewhat related, but this gives us a better idea.

So just by going through here and finding your perfect buyer and who they are, you can figure out other things as well. We got Better Homes and Gardens Media Kits, Organic gardening media kits. Basically, a media kit for a magazine is a page that tells you how much it costs to advertise on their magazine.

But besides that, it'll also tell you the demographics as well. Age, income, spending, and more. They are married. They own a home. Graduate college. And they have children under the age of 18 or their children are parents.

Their average amount spent per year on gardening and related activities. They're willing to spend up to about $935. Also gives you great ideas for website articles that will bring eyes to your website.

Sometimes if you go to the main website and you scroll all the way down and you see like a button that says like advertise or anything like that, you'll be able to get the media kits from there.

Now that you have this detailed information about what your customers probably look like, we can move on to their typical day.

A Typical Day for Green Industry Customers

In this particular section, I'm going to show you how to map out a typical day of your perfect buyer. The reason why you want to do this is because you'll get a better perspective of what they are dealing with from day to day, what frustrations they're dealing with, what gets them excited, what gets them mad, what gets them sad, and everything in between.

One of the best ways of doing this is simply really get yourself in the person's shoes. Now, like I said earlier, this is actually harder than it sounds. So the best way of doing this is by going to Google and typing out something like this.

Lets say for example we use "homeowner lawn care" and then I'm going to write the words, 2 words, typical day.

Now, there's no guarantee you're not going to always 100% get this, but the nice thing is you're going to be able to see things like YouTube videos and other sorts of media, which we'll talk about in the video after this one.

But this will allow you to get into the shoes of someone who is a hyper responsive buyer and perfect buyer in these niches. So another thing is Homeowners journals. Looking at their day-to-day journals, if they have any. Anywhere they talk about their day.

Obviously, an easier way of doing this is to go on their Facebook page and maybe follow a person and see, what they are saying. By doing this process, it's going to really help you out as far as figuring out what potential products and services they will want to buy. Obviously, different people are going to be different so it's not really a 100% one size fits all. But if you talk to a perfect buyer you will get a better sense of what they are dealing with.

But in this specific method I would just spend about 15 to half an hour to try to map this out. A Day in the Life of a homeowner, Green Industry customer. They may not say anything about when they are mowing or taking care of their lawn, but you never know. If might be easier to just interview some friends or neighbors and ask them about their day. Ask them about how much time they spend on their lawn and landscape.

There's no right or wrong answer right now. Putting together what you know, write out what you think your typical customers looks like.

Female, married, 2 kids that are in busy activities. Two dogs. Likes to have friends over and cooks outside on the grill regularly. In the morning she does this, her husband is busy doing that. Add as much detail as you can. Map out from the time they get up to the time they go to bed. This helps you greatly because it tells you exactly, you know, what their frustrations are. Next, I'm going to show you how to do media mapping. This will help you get a better perspective of what they like to watch, what they like, what drives them, what's their motivations. Then we're taking things a step further.

Media Mapping

The reason we call it media mapping is because we are going to put ourselves in the person's shoes. We do this by utilizing media sites such as youtube.com and or other sites as well. And this is going to allow us to map out a better view of what our perfect buyer is into.

What their perspective is, basically map out their passion about their niche. What they like, what they dislike, what do they watch, what they like to learn, and everything surrounding their lawn and landscape interests.

We can type in Google and YouTube, homeowner lawn care and see what we get.

Sort videos by view count and rating. So we can see view count here. And we can see that the ones on the top are obviously higher highly viewed. Let's see.

Dallas Garden Girl TV, 298,000. So this is if you click on this just to take a look, so it looks like pretty much fits that demographic of female, maybe middle-aged female.

Take a look at the comments that matched that particular video to see and get an idea of what people are saying about that particular video.

Look for patterns or similarities in what people are saying. If somebody is saying repeatedly that their frustration is this or they are passionate about a consistent thing repeatedly, then that tells me that there's something there.

So that's the whole goal of this. So we can type in landscape or gardening type tv shows, we can type in garden documentary. And, obviously, look at the video to make sure that it is related to what we are selling. So gardener, maybe gardening. So try different variations.

And eventually, after you watch all these videos, you'll just start to see the pains that homeowners go through, what gets them excited, what gets them angry, what gets them mad. And, eventually, you'll know a lot about your business niche just by watching these videos.

More Media Site Research

You can use other social networking sites such as Instagram To get a better view of the pictures out there, look at Pinterest to see what people are doing in in terms of lawn care goes. Different media, pictures, videos, text even podcasts.

Keep a list of the likes, the dislikes, everything that you can think of that would allow you to map out what is going on in your perfect buyer's mind. So that's really what we're trying to do is essentially map out what is going on in their brain. The better that you understand them, the better you're going to know when you start to sell your services.

You'll already be leaps and bounds ahead of most of your competitors at this point because most of your competitors are not even thinking about doing any of this.

This will reveal to you what they're willing to buy and what they're willing to spend. Also, what extras they will spend more money for so that you have a better picture of what services you could offer.

Green Industry Customer Habits

To conclude this guide, we are going to talk about homeowners buying habits. Why they buy, what do they buy, and things related. We will be visiting 2 different websites.

We're going to be utilizing the Facebook ads audience insights tool. And we're going to be using amazon.com. Amazon's going to reveal to us a lot of good data as far as buying habits. Facebook will show much they spend, which is something that is not provided by a lot of tools.

So this information is golden. You are homing in on your perfect buyer. I am totally ignoring everybody else. Now, you might be thinking, well, won't I be

losing sales? Yeah. You might lose a few sales, but if you market to primarily to the extremely interactive, engaging audience, you'll be able to speak to everybody else.

These people are more likely to buy from you anyway. Neighbors tend to have a lot in common so you will be targeting a larger number than it seems. Facebook Ad Audience Insights begins to show you the lifestyle pertaining just to the specific gender and age bracket you have determined is your prime lawn or landscape customer.

Examples would be household size, home market value, how much is their home valued at? So we can see that their home is valued about 200,000 to 700,000, so kind of upper middle-class section. And spending methods, they use any card, bank card, travel and entertainment, gas store.

So if you look at this picture here, it tells us they do have credit cards. They don't spend a lot on travel and entertainment. They do spend money on gas, which we all do.

Purchase behavior. What are they purchasing? This is going to reveal to you a lot of information. Business purchases, obviously, are not a lot. Household products, pet products, health and beauty, home and garden, food and drink. And so you can see that they spent a lot of money on pet products.

So now that you have mapped out their typical day, you can also get an idea of what other different services you can sell to them, not just within that particular lawn care niche, but other niches as well.

Dog fence, deer control, mosquito control, irrigation. You might be surprised at what they are paying for already.

We can see what vehicles they purchased. Tells us more about their personalities and lifestyle.

Now we can go over to Amazon, and we can type in something like weed control products.

Sort by average customer review. The more customer reviews the better so this will tell us what exactly they are spending their money on. So, we can see weed control that kills all types of weeds. They also want it to have fertilizer included.

They want easy and fast. They want something that works without any lawn care knowledge. Now, look at price points. Do they spend a lot of money on low ticket items? Or do they spend a lot of money on high ticket items? How does that compare to your services? It may not be specific to where you live, but is should be pretty generic and close enough.

Amazon will give you categories within the main category so that you can break things down for a better view. If we do average customer review, this allows us to see what is being bought the most.

Look for patterns because patterns generally tell you that there's something consistent. And if there's something that is consistent then that tells me that it might be worth looking into. Make sure that you go step by step and implement the whole process so that you can find your perfect buyer.

Use current customers as profiles also. If over 30% of your customers seem to be older and retired you are on to something.

Use this customer profiling when setting up all your marketing. Use it to plan service offerings, customer services, and any other customer interactions. Profiling lawn and landscape customers can be the key to success and higher profits.

For more marketing tips check us out at https://lawncarecampus.com

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