



Understanding your **ideal** **customer** and *what they want*

With Isabel Lydall

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Who am I?

**Senior-level ex-FMCG marketer
and Head of Insight**

Now founder at Curiosity & Clarity Market Research

Helping small business owners understand who
their ideal customers are and what they want

So they can get more customers, serve them better
and be confident they're investing their time and
money where it matters



What to expect from today!

A close-up photograph of a silver and gold fountain pen lying diagonally across a lined notebook. The pen has a textured barrel and a gold-colored nib and accents. The notebook has light blue horizontal lines and a spiral binding on the left. The background is a warm, brownish surface.

1

How to know when you're targeting the right people

2

The five questions that will get you sales

3

What research to use when

Tell me about You...

1

Your name



2

Your current
job/project/startup



3

What you want
to
get from today

01

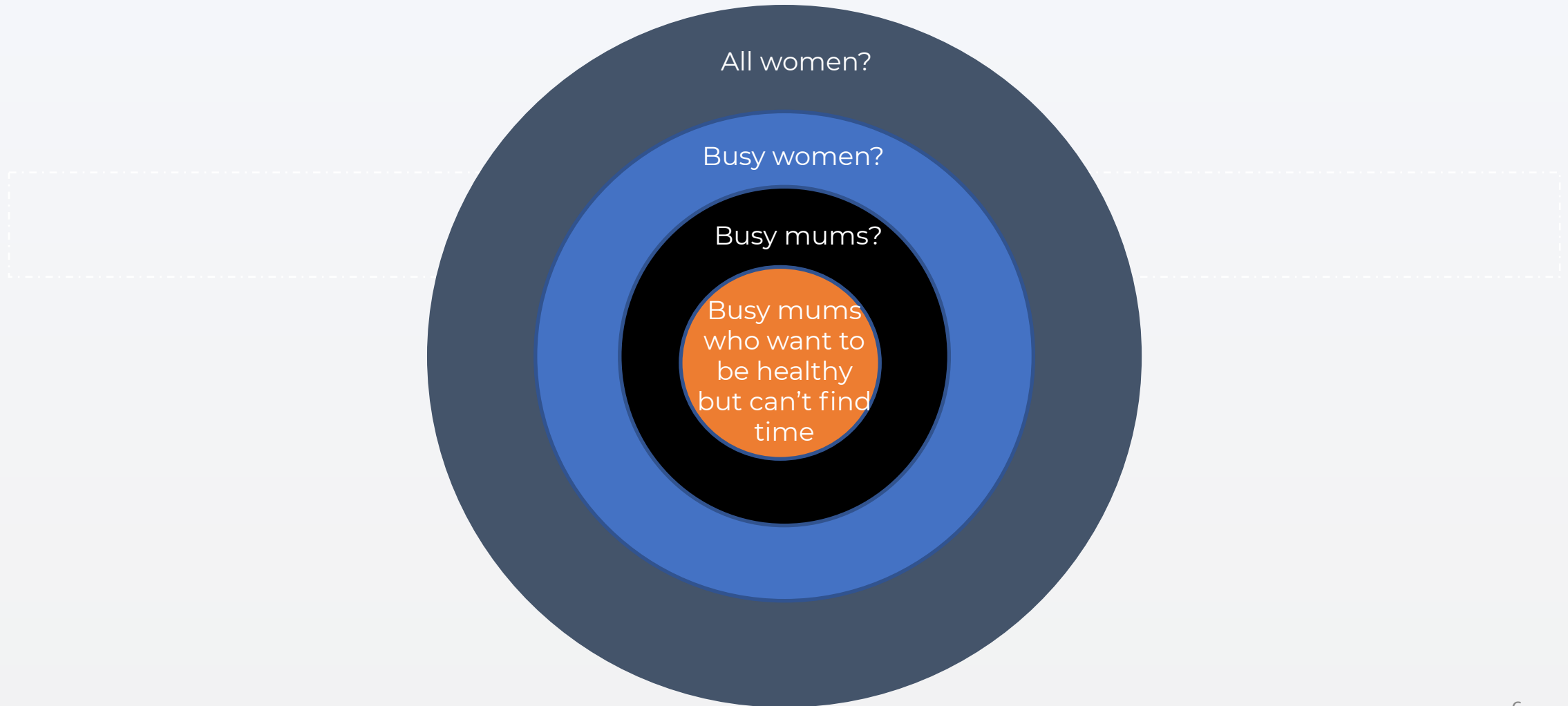
**How to know when
your business is
targeting the right
people**



Ideal customer checklist

- ✓ you like them and want to help them
- ✓ they have something specific in common
- ✓ your business meets a need or solves a problem for them
- ✓ there are enough of them... and they are prepared to pay for what you do (do the maths!)

What's your bullseye?





Quick Q & A

02

The five questions to
ask that will get you
sales



**IF YOU DON'T ASK THE
RIGHT QUESTION, EVERY
ANSWER SEEMS WRONG -**

ANI DIERANCO



*“ IF YOU
DON'T ASK
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- Ani di Franco

Focus on asking the questions you can act upon

- ✓ who they are (beyond demographics)
- ✓ what they want and what they need
- ✓ what triggers them to buy (and look) in your category, and where they go first
- ✓ how they want to feel when they buy from you



Quick Q & A

03

**What research to use
when**





What to do in what order

1

Stalk people
(desk research)

2

Talk to them
(interviews or
focus groups)

3

Do a survey

What to do in what order

1) Stalk people (desk research)

Vague, open questions
Getting a sense of the landscape

2) Talk to them (interviews or focus groups)

Exploring behaviour, feelings, needs, motivations, options, ideas
Open questions

3) Do a survey

Measuring, prioritizing, creating projections – doing maths
Closed or multi option questions

Starting a kids' snacking business

Desk research

Check out the competition

Go on Mumsnet and see what parents are saying about their kids' snacks



Go to supermarket and watch people shop

Find out how many kids there are in your target age group

Research nutritional standards

Talk to families

What do they do now? Why?

How do they feel about the snacks they give their kids?



LAST: What do they think of your idea?

Who decides what the kids eat?

What do they believe about snacking and health?

Survey

Option a vs Option B

**What percentage
of people would
buy my brand?**

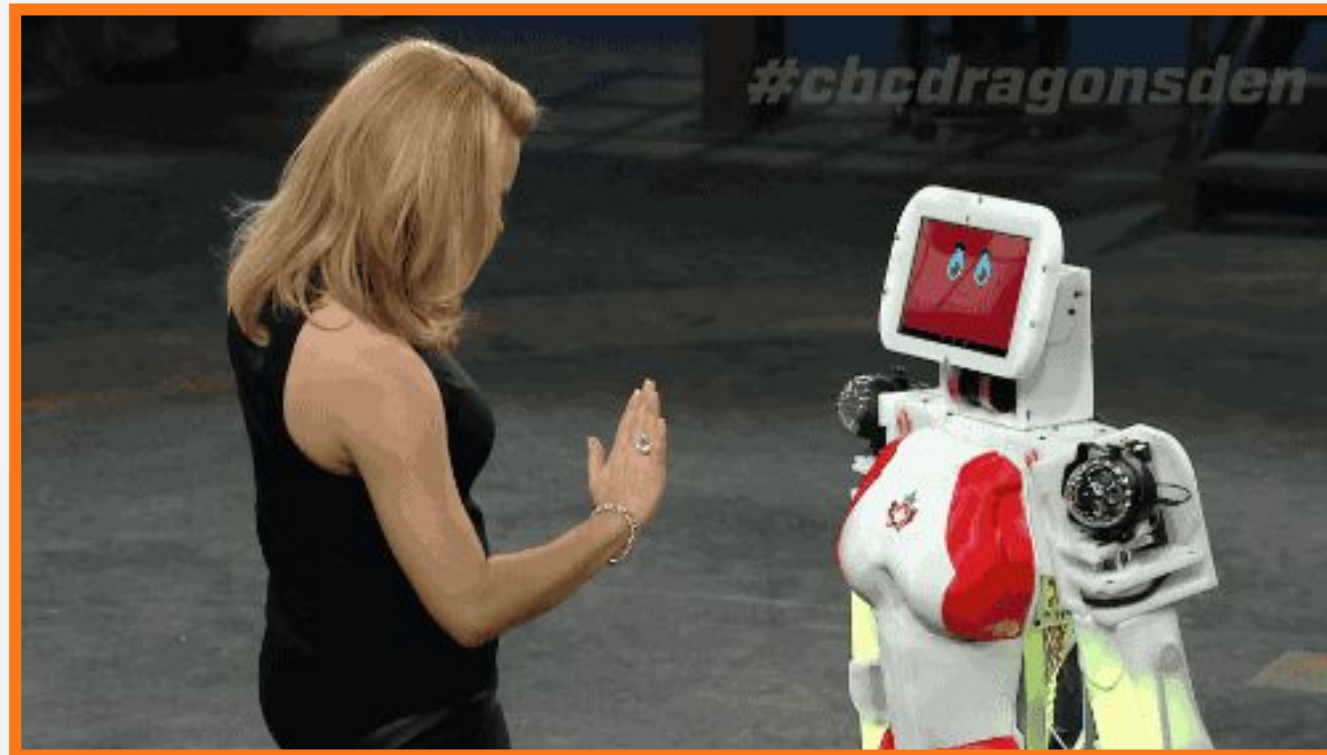


**Chocolate flavour
or orange flavour?**

**Green packaging
or blue?**

**How much would
they pay?**

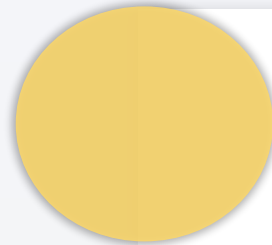
Congratulations!



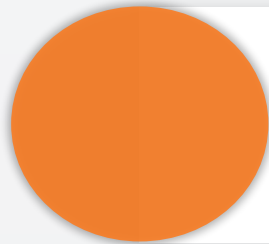
What you have learned today



How to know when you're targeting the right people



The five questions that will get you sales



What research to use when



Final Quick Q & A

Stay in touch!

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with

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