

DO YOU TRULY KNOW YOUR CLIENT?

Before you start planning your sales funnel or creating an advert, not to mention going for paid advertising, you need to do this one thing.

You must know your customer completely!

One of the most overlooked, but vitally important aspects of marketing.

Many business owners believe they know their customers. With rudimentary data such as their gender, age and perhaps their location, and stop right there. Maybe even go as far as saying your market is “homeowners” or “mothers” It's a good start, but these targets are much too general to go after. Your competition already knows this. This is a huge mistake, because really knowing them can make the difference between winning and losing.

You need to uncover your customer's desires, their fears, hopes and dreams. Move beyond the obvious and work out how your audience thinks. Figuring out your customer's “why” is the key to understanding them. It's also the key to being able to solve their problems and help them get where they want to be.

Knowing your desired customer, changes how you offer your product/service. Your marketing strategy, value proposition, tone of your copy, what channels you advertise on.

Advertising channels change. Software changes. Algorithms change. But the fundamentals of learning what people want, understanding exactly how you can help them, will always stay the same.

When your product/service helps your buyer reach their hopes, dreams and desires, it becomes much easier to write your marketing copy accordingly.



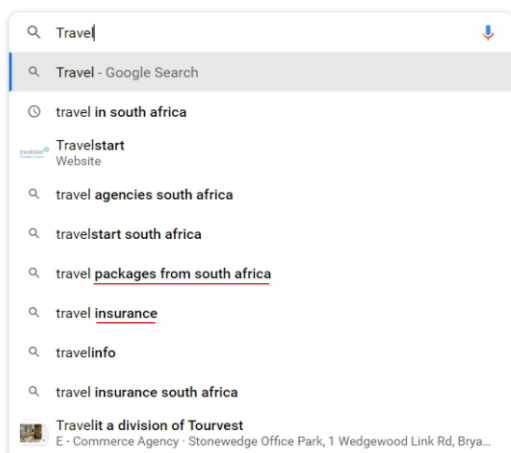
“Enter the conversation
already taking place in the
customer's mind.”
- Robert Collier



DO COMPREHENSIVE RESEARCH

A more in-depth research or comprehensive research will enable you to have a greater understanding of your clients:

- Search 2 -3 major keywords, or phrases around your product/service. The auto-suggest results provided by Google and Bing can give you great insight to what question people are asking. Let say you have a travel company, go to Google and type in “travel” (Google will bring up the most questions asked in that category.)
- Also scroll down to “Related questions.”
- Type in “Travel to South Africa Reviews”
- Search Google for popular blogs, LinkedIn forums, Youtube, Reddit, Quara and social platforms, see what comments people are leaving and what questions they are asking.



Search different keywords

<https://www.expertafrica.com/south-africa/reviews>
[South Africa trip reviews | Expert Africa travellers from Feb-20 ...](#)

"A really excellent trip. We had a fantastic time. We were very lucky to be in an early wave of visitors following the removal of Botswana and S Africa from the ..."
★★★★★ Rating: 4,9 · 427 reviews

People also ask

Is South Africa good for tourists?

Is South Africa easy to travel?

What should I avoid in South Africa?

Is South Africa good for foreigners?

Feedback

Related searches

- travel meaning
- international travel south africa
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- where can south africans travel to
- when will south african borders open for travel
- list of countries banning travel from south africa

2 Comments

Comments on Blogs



Eric Murrure on July 25, 2020 at 6:29 pm

Mpumalanga is very addictive. You go once and you always want to go again. My family and can't wait for the lockdown to be relaxed for leisure travel. Mpumalanga here we come.

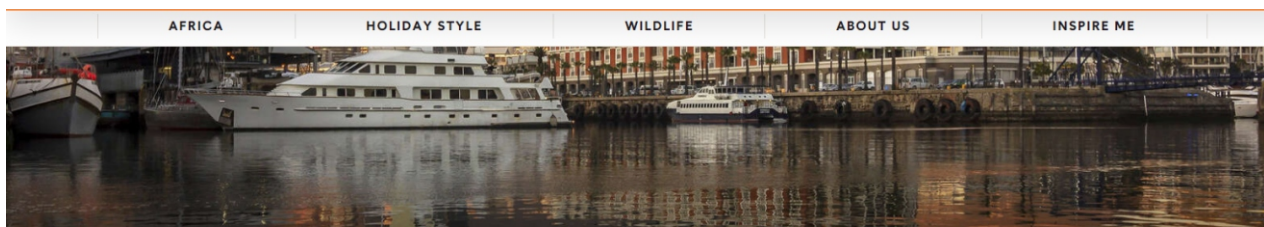
Reply



Gert Pretorius on February 28, 2021 at 8:00 am

Beautiful route, but stay away from Pelgrimsrust, it totally lost its character and is run down. Rather go to Graskop or Kaapschehoop.

Reply



OVERVIEW IN DEPTH AREAS **REVIEWS** MAPS HOLIDAYS MORE INFORMATION ▾

SOUTH AFRICA: REVIEWS FROM OUR TRAVELLERS

Unedited reviews written by our most recent travellers to South Africa

Study Reviews from popular blogs/websites

★★★★★ 99%

427 reviews of South Africa by travellers since August 2007

Showing 1-10 of 427

Duration ▴ ▾ Arrival date ▴ ▾

1 2 3 ... 43



Overall rating by our travellers



Go to Amazon.com – yes, the online bookstore, search books related with your company product/service. Study both the 5-star and 2-star reviews. It's important to know what the readers found helpful and what they did not like.

Type in Travel Books on South Africa



1-16 of over 1,000 results for "travel books on south africa"

FILTERS

CATEGORIES

BOOKS

- All
- African Travel Guides
- Specialty Travel
- Reference
- Food & Lodging Travel Reference
- African History
- Travelogues & Travel Essays
- Biographies

KINDLE STORE

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RESULTS



BOOMER: ON THE ROAD IN AFRICA: BOOK ONE: Mali to South Africa (E
by SCOTTIE McKASSON | Mar 6, 2018

★★★★★ ~ 2

Kindle

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Paperback

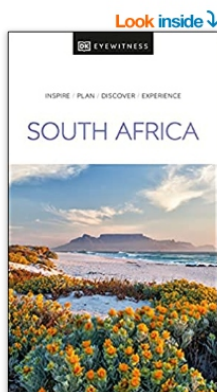
\$17.50

Ships to South Africa

[More Buying Choices](#)

\$9.50 (7 used & new offers)

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DK Eyewitness South Africa (Travel Guide) Paperback – December 7, 2021

by DK Eyewitness (Author)

★★★★★ ~ 8 ratings

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Kindle

\$10.99

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Paperback

\$20.99

18 Used from \$18.94

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The Rainbow Nation is yours to explore. Start packing!

Explore vibrant cities like Johannesburg, hike to the top of Table Mountain, sip on a glass of world-class wine in Stellenbosch or Franschhoek, and chase the Big Five in the legendary Kruger National Park. This South Africa travel guide is all you need to inspire every step of your journey.

[Read more](#)



Jhanel Kies

★★★★★ **Two Stars**

Reviewed in the United States on July 19, 2015

Verified Purchase

Not enough info on coastal towns around Cape Town

[Helpful](#)

[Report abuse](#)

From other countries



idasben

★★★★★ **Very basic map, too low in detail**

Reviewed in the United Kingdom on November 11, 2017

Verified Purchase

Very basic map, good for ultra-long range trips but the whole of the garden route is covered in less than 25cm of map it's not that detailed. If you follow road signs you'll get this level of detail really needs town specific areas at a more detailed cut out view.

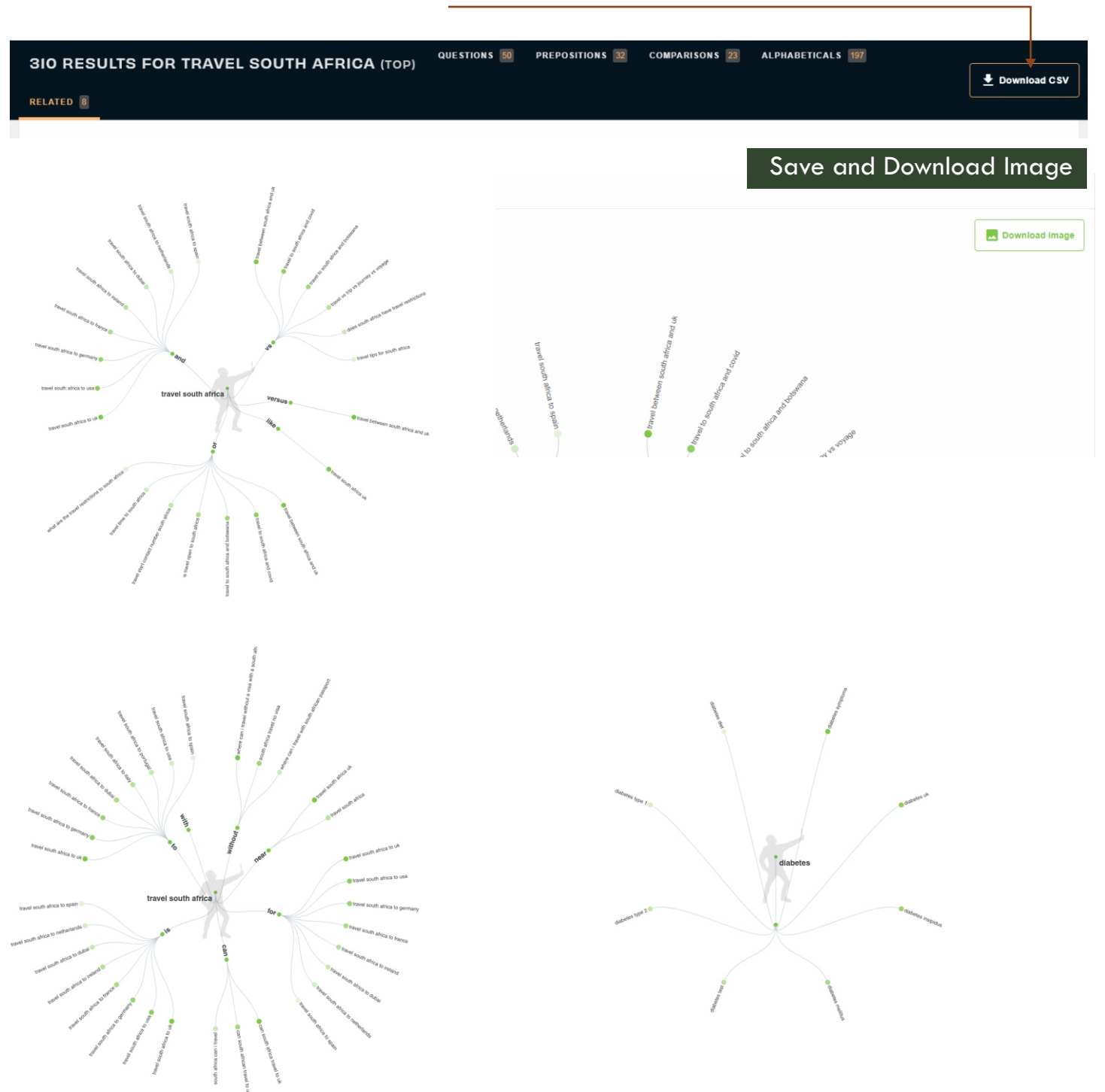
2 people found this helpful

A

At AnswerThePublic, you type in your keyword or phrase and the tool generates a diagram of related searches. Depending on your search term, you can get hundreds of results that give you direct insight into what your audience is thinking and the questions they're asking. Once you know their questions and issues, you can provide a solution.

This tool is free, if you are only doing a one search a day. Not sure how long that will last, so don't waste time, visit www.anserthepublic.com as soon as possible.

Once you receive your diagram, you can click on the related questions, this will take you to the Google page where the question was asked. You need to follow this through for more in-depth research. We use this with every job we get as a starting point. Remember to download your diagrams, because as a free subscriber, it will not be saved on the website. You can also download a report.



Send your existing clients a short survey – google forms is an easy way to create perfect forms.

Ps. Thank you to those of you who participated in my survey! :)

This is an awesome way of collecting data. This useful information can teach you a lot about the customers you want to attract and to understand them better.

You should make significant efforts to provide your customers with a positive experience every single day!

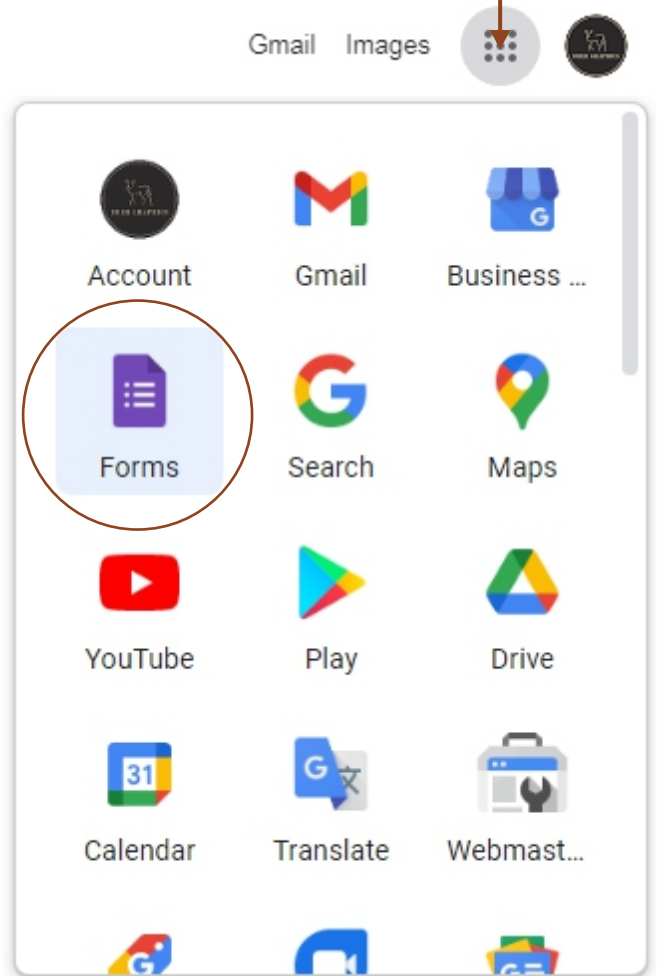
Depending on your product/service, you can ask question like:

- Which alternatives did you consider before purchasing the product?
- What would you improve if you could?
- What is your most positive part of the product or service?
- If there was one new feature you could suggest, what would it be and why?
- Do you prefer to shop on your phone or your laptop?
- What's your most important priority when (insert something related to your industry)?
- What's your biggest roadblock when (insert something related to your product)?
- How likely are you to recommend (insert product or service) to others?
- Do you agree or disagree that your issue was effectively resolved?

Keep it short and to the point.

Before creating your survey, Google, "questions to ask on a customer survey" for better insight.

Open from your google / gmail account



Your feedback would be appreciated!



Good luck with your research
All the best, till our next module!

Print out the form on page 6, and compile a summary.

We are going to build most of our marketing material around that, so please keep it save.



MY CLIENTS

	MOST COMMON	2nd MOST FREQUENT	3RD MOST FREQUENT
Hopes and Dreams			
Pains and Fears			
Barriers and Uncertainties			