

Online Business Growth 2

- Identifying and Reaching Your Target Market

Downloadable Resources



Ideal Customer Profile Worksheet

20 Market Research Questions

Channel Selector Matrix (B2B vs B2C)

Message Builder Cheat Sheet

1. Ideal Customer Profile Worksheet

Build Your Ideal Customer Profile

Clarify your ideal customer so you can market with precision.

Section 1: Basic Demographics

Fill in the following details for your ideal customer. If you serve more than one type of customer, complete one profile per group.

- **Name** (Give your customer a name):
- **Age Range:**
- **Gender** (if relevant):
- **Location** (region, city, or rural/urban):
- **Occupation or Life Stage:**
- **Household Income** (if known or estimated):

Section 2: Psychographics

Understand your customer's motivations, interests, and worldview.

- **Values they care about** (e.g. sustainability, reliability):
.....
- **Lifestyle and hobbies** (e.g. gym, gardening, gaming):
.....
- **Aspirations and goals** (e.g. buying a home, growing a business):
.....
- **What keeps them up at night?** (Pain points):
.....
- **What kind of brands do they already trust or follow?**
.....

Section 3: Buying Behaviour

Explore what influences their decisions and where they shop or research.

- **Where do they typically shop** (online, local shops, etc.):
- **What influences them to buy?** (Reviews, price, quality, reputation):
- **How long is their buying cycle?** (Impulse vs research-heavy):
- **Preferred communication channels** (Email, social media, in-person):

Section 4: Where You'll Find Them

Identify where they spend time—so you can meet them there.

- **Top 3 online platforms they use regularly** (e.g. Facebook, LinkedIn):
- **Offline environments they visit** (e.g. gyms, schools, events):
- **Publications or websites they read** (e.g. trade mags, blogs):

Prompt:

Now summarise your Ideal Customer in 3–4 sentences, as if introducing them to a colleague.

2. 20 Market Research Questions

Ask the Right Questions: Get to Know Your Ideal Customer

Use these market research questions in surveys, interviews, or social media polls.

Instructions:

Pick the 5–10 questions most relevant to your product or service. Use Typeform, Google Forms, or direct conversations. Offer an incentive if needed (discount, entry into a prize draw).

Customer Demographics:

1. How old are you?
2. Where do you live (postcode or region)?
3. What is your occupation?
4. Do you have children or dependants?
5. What is your annual household income bracket?

Shopping Habits:

6. Where do you usually shop for [product type]?
7. How often do you purchase [product/service] in a year?
8. What factors influence your buying decisions most (price, reviews, speed, brand, etc.)?
9. How do you typically find new products or services?
10. Do you prefer shopping online or in person—and why?

Challenges & Pain Points:

11. What's the biggest frustration you face related to [industry/product]?
12. Have you used similar services/products before? What did you like/dislike?
13. What would make your life easier when shopping for [product/service]?
14. What stops you from buying [product/service]?

Online Behaviour:

15. Which social media platforms do you use most frequently?
16. What time of day are you most active online?
17. Do you read emails from brands? Why or why not?
18. Which websites or blogs do you follow regularly?

Value Preferences:

19. How important are ethical or sustainable products to you?
20. What makes you loyal to a brand?

3. Channel Selector Matrix (B2B vs B2C)

Choose the Right Channel for Your Audience

Match your audience type to the platforms they actually use.

Instructions:

Identify whether your business is primarily B2B (Business to Business) or B2C (Business to Consumer). Then use the chart below to shortlist 2–3 focus platforms.

Customer Type	Top Online Channels	Effective Offline Channels	Notes (UK-specific)
Young professionals (25–35)	Instagram, TikTok, Reddit, YouTube	Co-working spaces, creative meetups	Urban and mobile, value peer-led content
Parents (30–45)	Facebook, Pinterest, Mumsnet	School fairs, parenting expos, soft play cafés	Tend to trust peer groups and value convenience
Eco-conscious consumers	Instagram, YouTube, Ethical forums	Local markets, eco fairs, refill shops	Respond well to transparent, values-based messaging
B2B decision-makers (30–60)	LinkedIn, Email, Webinars, Industry blogs	Networking events, trade shows, Chamber events	Seek credibility, ROI, and sector-specific proof
Teenagers & Gen Z (16–25)	TikTok, Snapchat, Discord, YouTube	College fairs, music events, local youth centres	Relatable, short-form and visual content wins
Retirees (60+)	Facebook, Email, Online forums	Community centres, hobby groups, local press	Prefer clarity, value, and personal service

Pro tip: Don't spread yourself too thin. It's better to own 2–3 channels than dabble in 10.

4. Message Builder Cheat Sheet

Say It So They Listen

Build messages that connect, convert and make your customer feel seen.

Instructions:

Use the 3-part message framework below to structure emails, ads, website copy, or social media content.

The 3 Ps:

Problem – Promise – Proof

1. Problem:

Call out the specific issue your ideal customer faces. Make them feel heard.

"Struggling to find time to eat healthy meals during the workday?"

2. Promise:

Clearly state the benefit your product or service delivers.

"Our ready-to-go lunch boxes are designed to fit your day, not the other way round."

3. Proof:

Offer reassurance—social proof, results, experience, or data.

"Loved by over 500 busy professionals across the UK. 4.9-star average review rating."

Template to Fill In:

- **Problem:** You're dealing with...
- **Promise:** We help you...
- **Proof:** Trusted by... / Proven results... / Backed by...

Beware:

 **Don't be vague:** "We provide high-quality services"

 **Be specific:** "We help freelancers cut 5 hours of admin a week"