

Action plan



Identify a new target customer

It's tempting to take your foot off the gas once you've built a steady customer base, but changes to buying behaviour, market trends or competitor activity can have a big impact on your business.

Identifying new customers prevents a risky overreliance on existing clients and can connect you to valuable opportunities that you might have otherwise missed.

- **Effort:** Medium
- **Impact:** High

Actions:

Speak to your existing customers to understand how your products or services fulfill their needs.

- **Impact:** Medium
- **Suggested duration:** 21 days
- **Why this will help:** Speaking to customers is a good way to learn about why they buy from you and how your offering could appeal to a different demographic.

Take some time to conduct some detailed analysis about your industry, looking at research reports and buying behaviour.

- **Impact:** Medium
- **Suggested duration:** 5 days
- **Why this will help:** Tapping into as many different sources of information as possible will give you a better understanding of market trends.

Run a workshop with your team to list the key features and benefits of using your product or service and identify potential customers who might need them.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Running a workshop allows you to collect a broader range of ideas from staff who speak to customers on a regular basis.

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Complete a competitor analysis to find out which demographics your competitors are targeting and if there's a niche that they've overlooked.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Keeping track of competitors helps identify opportunities where there's less competition and understand more competitive areas where there might be higher acquisition costs and price pressure.

Identify a new target customer and create a buyer persona that lists demographics, interests, behaviours and how your product or service fits their needs.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Buyer personas give staff a clearer understanding of who the business is targeting and how sales and marketing messages could resonate.

How will I know if my action plan is working?

Way to measure success

Customer feedback surveys.

Why this metric?

Customer feedback surveys help you gather more information about which customers are buying from you and why.

How do I start tracking?

Send out an online survey six and 12 months after identifying a new customer to target. The surveys will give you an indication of how effective your marketing has been at raising awareness and attracting new customers.