



The secret to gaining customer insight

Building a brand strategy requires having an informed view of your target audience, not just their demographics, but the values and aspirational identity as well. There are many tools available to leaders for research – surveys and focus groups tend to spring to mind for most, but these methods aren't the only avenues that need to be explored. Below we share some tactics as well as the key insights you should seek to uncover.

OUR FOUR TIPS TO UNDERSTAND YOUR CUSTOMERS

1. Understand what motivates them

It's almost too obvious but asking 'why' your customers make the decisions they do is important to building your strategy. Insight into the motivating factors, requires understanding the aspirational self of your audience, and knowing what values really drive their decisions.



2. Study how customers use your product or service

In the digital space, doing user studies or ethnographs, help leaders see their audience using their product or service as they would in their normal settings. No matter how well you think you know how things are being used, you will be shocked at the real-world use cases of your products. This research helps you to understand their pain points, and how customers maybe working around certain barriers they perceive with your product/service. It also helps to solidify what you do well, and what foundations you should double down on.

3. Define the Customer's Journey

One of our favourite tools is the customer journey. Journey's help to uncover new opportunities to intercept or engage with customers on their path to purchase. It also helps to understand the opportunities that exist to support them in both pre and post conversion status. This is important for strategy, because often our business focus can rest on simply making a sale and miss the potential of having a broader view of how customers want to engage with a brand.

4. Know what they love about you

Your most passionate constituency can be your most profitable. Understanding why your best customers keep coming back, can identify ways for you to export your most valuable proposition. Often this reason isn't as obvious as the quality of your product or service, it could be as simple as the added services around an experience, or the ease of returning an item. By uncovering what really drives your loyalty, you can use this information to power your strategy moving forward.

LET'S CONNECT TO CHAT ABOUT STRATEGIES TO UNCOVER CUSTOMER INSIGHTS- WHETHER YOU NEED TO DESIGN A STRATEGIC PLAN OR TAILOR YOUR EXISTING ONE, MACPHIE CAN HELP. THINK@MACPHIE.CA