

WELCOME

Find Your Ideal Customers Online

Thursday, March 4, 2021



KATELYN BOURGOIN, CEO, CUSTOMER CAMP

- Katelyn Bourgoin is a 4X founder turned growth strategist & trainer.
- Operational experience spanning the marketing, tech, and hospitality sectors.
- Katelyn has been named an influential entrepreneur by Forbes magazine & featured in Inc., HuffPost, Bustle, CBC, CTV, Global TV.
- Katelyn was recognized as one of the “top 20 wonder women of SaaS marketing and growth.”
- Katelyn’s past clients include high-growth tech startups, SMBs, business support organizations, and Fortune 500 companies like Target and Holiday Inn.



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TOURISM
NOVA SCOTIA



HOW TO FIND YOUR **IDEAL** CUSTOMERS ONLINE

VIRTUAL CLASS

COFFEE CHAT

What's going on in your world
that motivated you to attend
today's workshop?

This Workshop is Right for You If..

- ✓ You've been at it for awhile, but you're still not getting the results you want
- ✓ You feel totally overwhelmed by having to do “all the things” online
- ✓ You're brand new to the online marketing world



SOLD ONE

LOTS OF PRESS COVERAGE

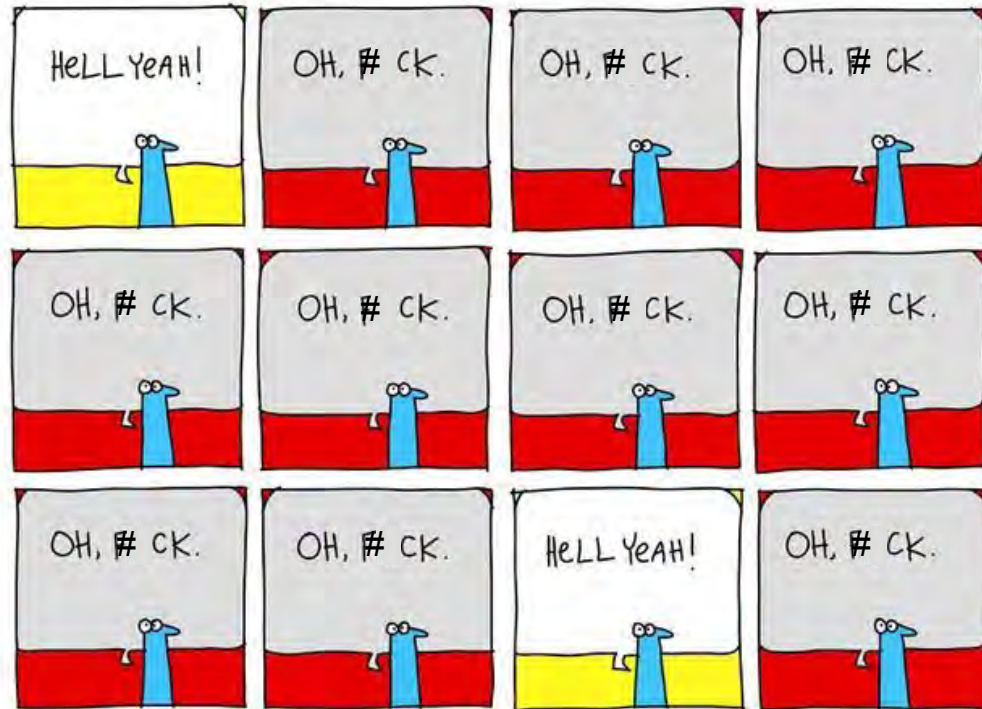


Global Halifax
October 31, 2013 ·
The Morning News set is looking festive, thanks to the folks at Target Canada. Watch at 6
to see more surprises! #Halloween #gmnhfx

AWESOME CLIENTS



MY LIFE AS AN ENTREPRENEUR:



@gapingvoid

You can do *anything*,
but you **can't do everything**





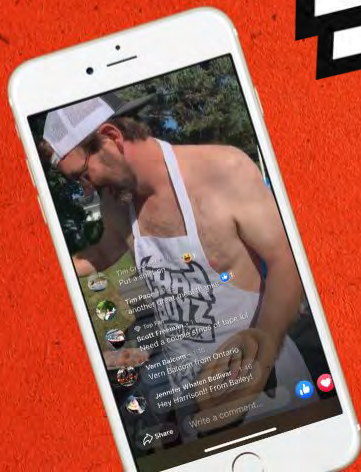
You can't try to be
everywhere—you'll just
burn out trying

WORKSHOP AGENDA

- 1 Identifying your ideal customers
- 2 Understanding your customer's buying journey
- 3 Locating customer hangouts
- 4 Choosing which marketing channels to prioritize



CHAR BOYZ



These **techniques** helped us to..

01

**Choose which
marketing
channels to
prioritize**

02

**Grow an
audience of
5000 in 9
months**

03

**Identify
promotional
partners**

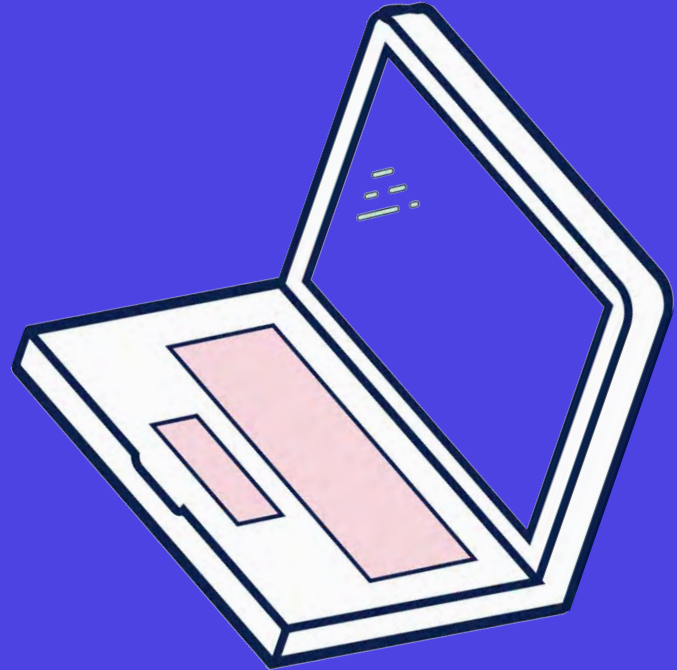
04

**Identify media
opportunities**

05

**Sell out within
48-hours**

HOW TO IDENTIFY YOUR **IDEAL** **CUSTOMERS**





If you want to find your customers online, you must first **know who your dream customers are**

Questions to answer:

- ✓ What do they look like?
- ✓ What problems are they trying to solve?
- ✓ What triggered them to look for a solution?
- ✓ How do they go about looking for new solutions?
- ✓ What progress are they trying to make?
- ✓ What objections might stop them from buying?
- ✓ What is their desired outcome?





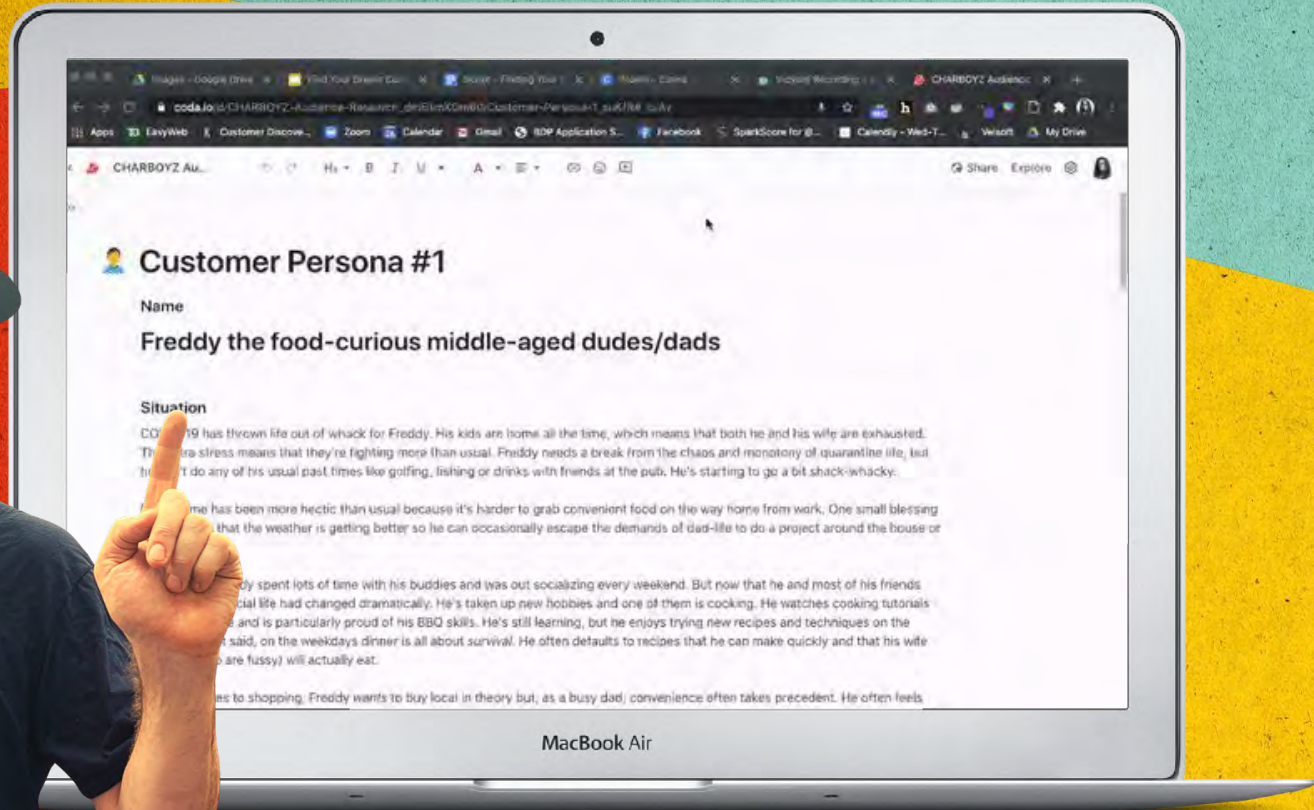
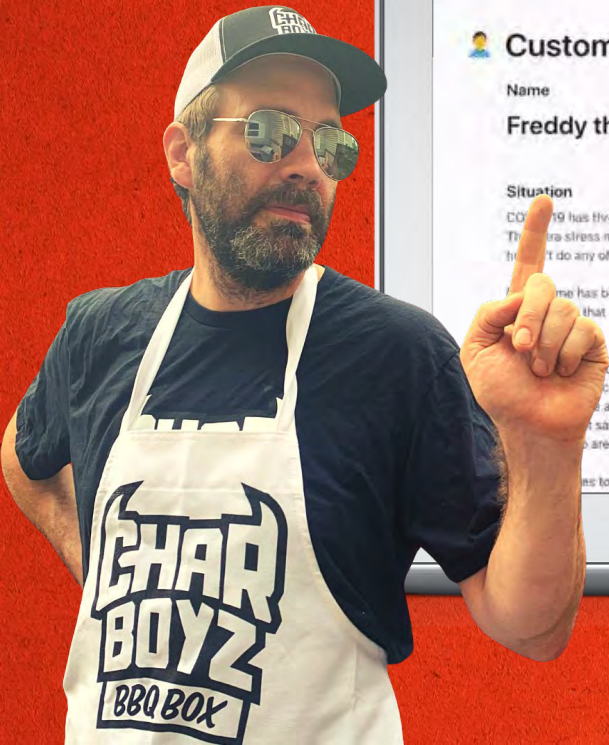
HEALTH-CONSCIOUS YOGIS



FREELANCERS & SMALL AGENCIES

**CHAR
BOYZ**

FOOD-CURIOUS SUBURBAN PARENTS IN N.S.



Customer Persona #1

Name

Freddy the food-curious middle-aged dudes/dads

Situation

COVID-19 has thrown life out of whack for Freddy. His kids are home all the time, which means that both he and his wife are exhausted. The extra stress means that they're fighting more than usual. Freddy needs a break from the chaos and monotony of quarantine life, but he can't do any of his usual past times like golfing, fishing or drinks with friends at the pub. He's starting to go a bit slack/wacky.

Life has been more hectic than usual because it's harder to grab convenient food on the way home from work. One small blessing is that the weather is getting better so he can occasionally escape the demands of dad-life to do a project around the house or

Freddy spent lots of time with his buddies and was out socializing every weekend. But now that he and most of his friends' social life had changed dramatically. He's taken up new hobbies and one of them is cooking. He watches cooking tutorials and is particularly proud of his BBQ skills. He's still learning, but he enjoys trying new recipes and techniques on the weekends. He said, on the weekdays dinner is all about survival. He often defaults to recipes that he can make quickly and that his wife (who is fussy) will actually eat.

When it comes to shopping, Freddy wants to buy local in theory but, as a busy dad, convenience often takes precedent. He often feels

MacBook Air



You could have the greatest tourist experience on earth, but if you're trying to sell it to the wrong people—**you'll never hit your sales goals.**



Katelyn Bourgoin 🇺🇸
@KateBour



Hey Freelance Marketers & Copywriters 🗣️



When you first start working with a new client, how often do they still need help zeroing in on their “right fit” customer segment(s)?



You can't just pick an **audience**.
You need to understand **why**
they would pick you back.



Identify your **ideal** customers

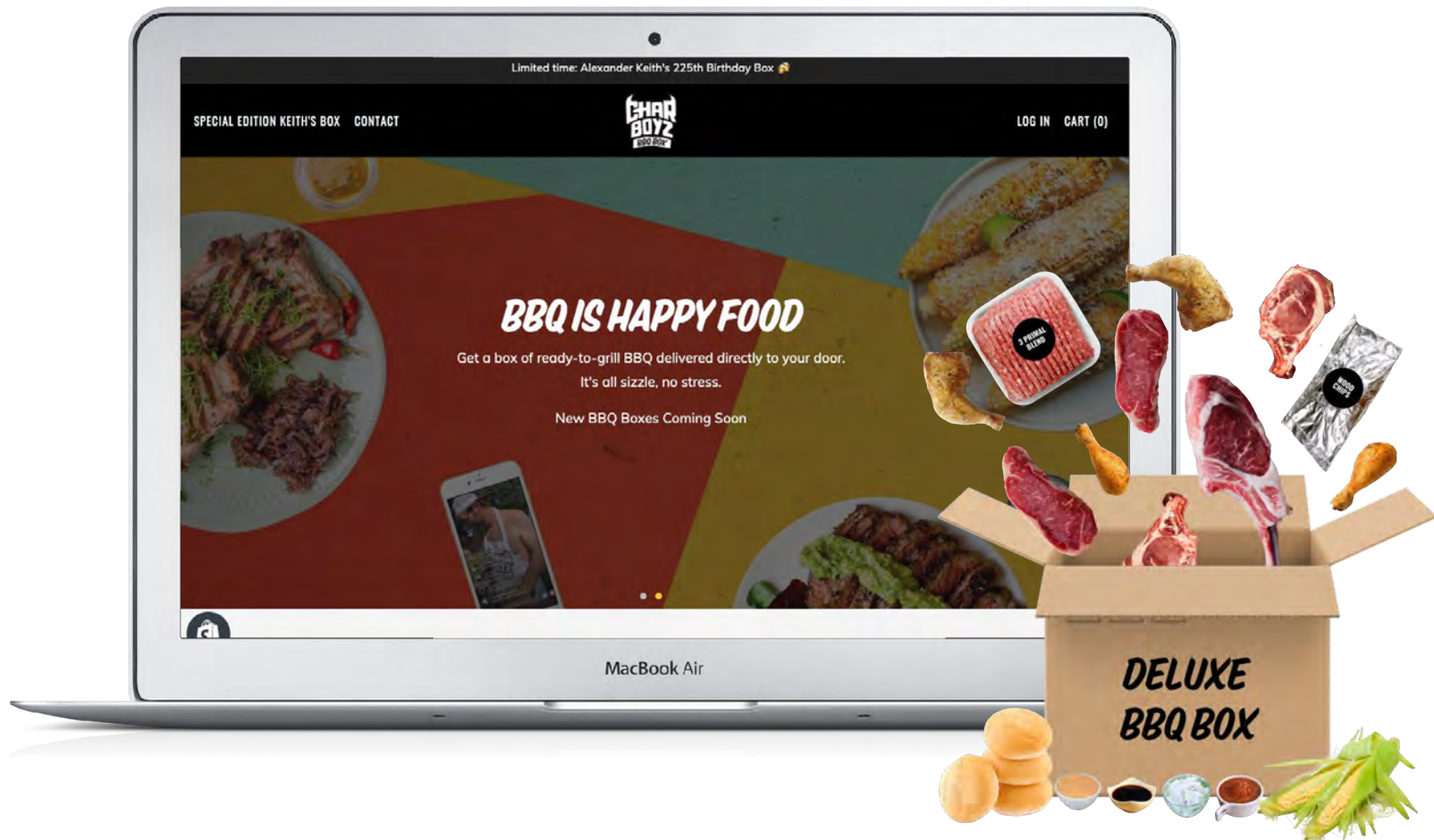


Awesome Resources

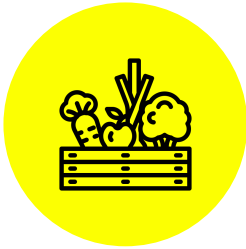
[Identify your Best Visitor \(video\)](#)

[Tip Sheet \(free download\)](#)

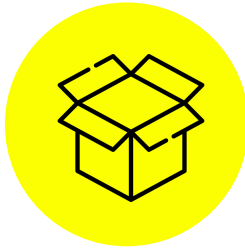
TOURISM
NOVA SCOTIA 



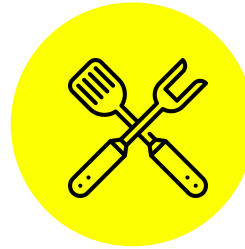
3 potential customer **segments**



**LOYAL FARMER'S
MARKET BUYERS**



**CONVENIENCE BUYERS
WITH FOOD BOX
SUBSCRIPTION**



**HARDCORE BBQ
LOVERS**



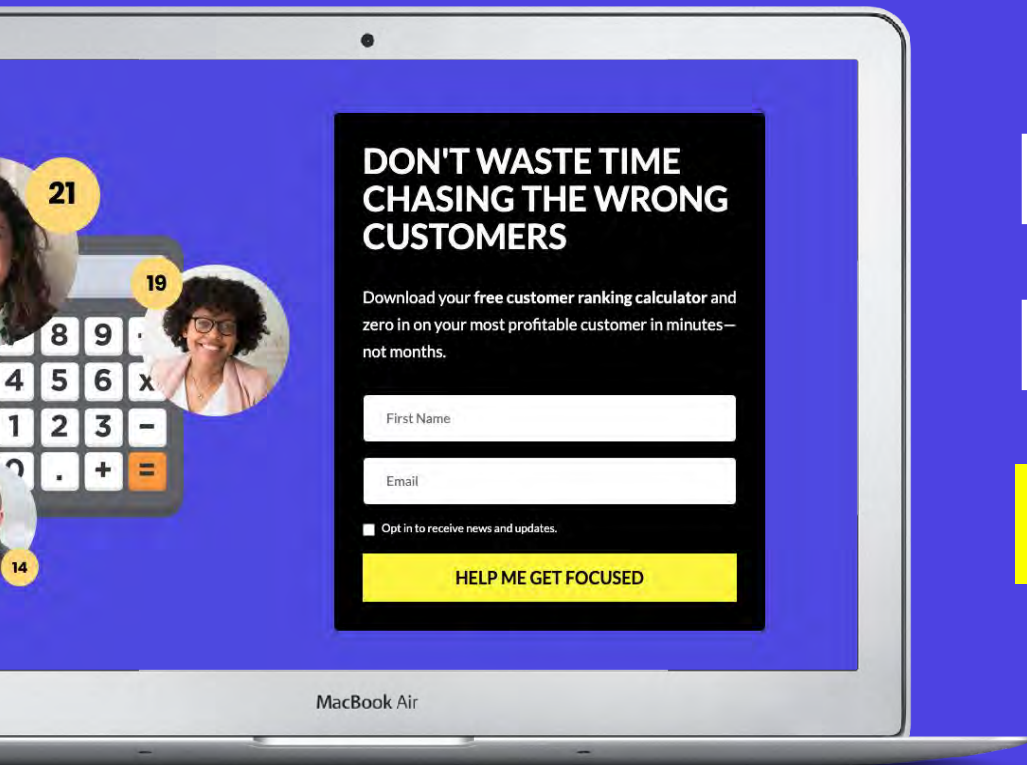
Research **insights**

- ✓ People with food box subscriptions **hated how much waste there was**
- ✓ They **loved** not having to think about what was for dinner
- ✓ BBQ was **more than just dinner**—it was a fun experience
- ✓ BBQ was their **hobby**
- ✓ BBQ was a **popular social activity** among parents
- ✓ **Buying local** was important, but a struggle to do consistently

Doing customer research helped us
to narrow our focus to **food**
conscious suburban parents







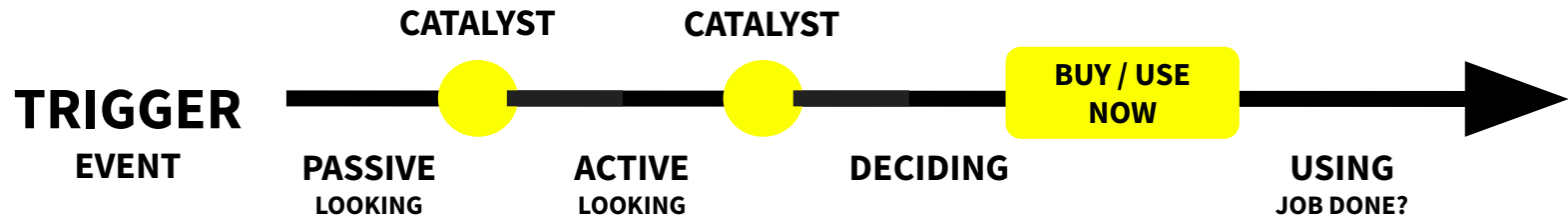
DOWNLOAD FREE TOOL

 bit.ly/audiencecalculator

UNDERSTANDING YOUR CUSTOMER'S **BUYING JOURNEY**



The Buying Journey

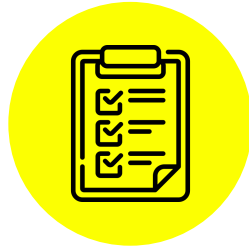


Credit: adapted from the Re-Wired Group

The goal of the interview is to
understand your customer's
buying journey



Getting the **right** answers



**People don't like
surveys**



**People rarely
think deeply about
WHY they buy**



95% of purchases are
driven by **unconscious**
urges, the biggest of which
is emotion

Where are your **customers**?



**Know they have a
problem**



**Don't even realize they
have a problem**



GOING TO THE GROCERY STORE LESS FREQUENTLY

A man with glasses and a green shirt, wearing a blue apron, is smiling and looking down at a blue pot on the stove. A woman with long dark hair, wearing a white knit sweater, is smiling and looking at the man. They are in a kitchen with white cabinets, a microwave, and open shelves with various kitchen items. A yellow outline highlights the woman. In the background, a person with a blue shirt and a tattoo on their back is seen from behind, standing near the microwave.

COOKING MORE OFTEN TO RELIEVE STRESS



EATING MORE MEALS AS A FAMILY

KEYWORD	TREND	VOLUME	CPC	PD	SD
bbq meal kits		 10	\$0.65	91	41

Only 10 searches a month
in all of Canada



Quarantine had led people to
become a bit **shack-wacky**.

Everyone was looking for **something
fun to do to pass the time.**







Maybe people are **actively searching for a solution like yours**. If so, you prioritize channels where you can be discovered.

If your ideal customers **AREN'T** actively looking for products like yours then **you must find them**

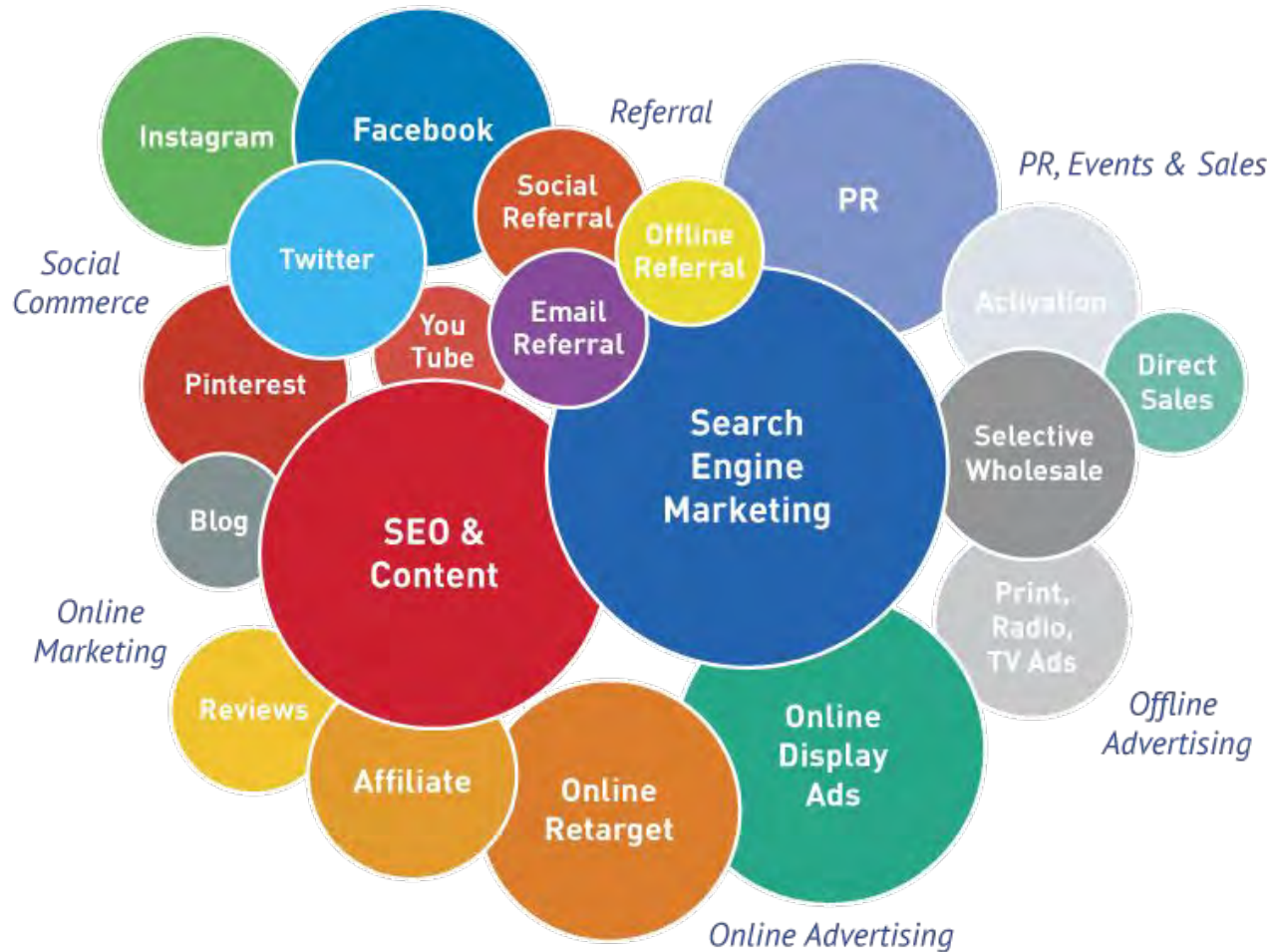


FINDING YOUR CUSTOMERS' **HANGOUTS**





Simply put, **a marketing channel is**
a place where you can get your
product or service in front of your
target customer



You often only really need to **nail**
one or two channels to start
gaining momentum.



How to find you customer's hangouts



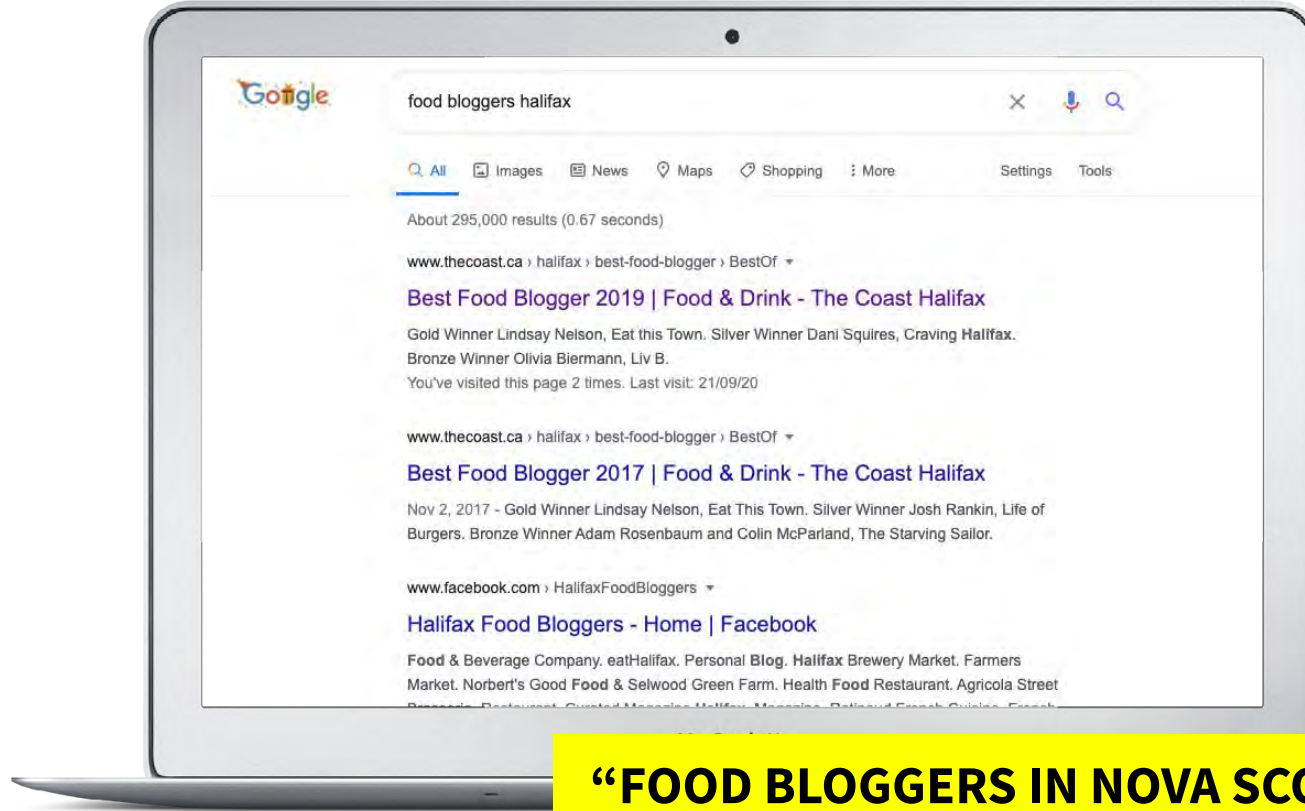
Ask them

How to find you customer's hangouts

- ✓ Ask them
- ✓ Do competitor research

How to find you customer's hangouts

- ✓ Ask them
- ✓ Do competitor research
- ✓ Do a quick Google search



“FOOD BLOGGERS IN NOVA SCOTIA”

How to find you customer's hangouts

- ✓ Ask them
- ✓ Do competitor research
- ✓ Do a quick Google search
- ✓ Sparktoro

[How It Works](#)[Plans](#)[About](#)[Resources](#)

Instantly discover what your audience reads, watches, listens-to, and follows.

Forget expensive surveys or time-consuming research. SparkToro identifies your customers' biggest sources of influence, and the hidden gems—so you can reach them where they hang out.

Try SparkToro for FREE. Enter a search term below:

My Audience: Frequently talks about ▾

Enter a search term to discover your audience

Discover Now

MacBook Air

FACEBOOK for Business

Get
Started

Learn

Insights

Solutions

Resources

Support

COVID-19
Resources

Create
an Ad



facebook IQ

Audience Insights

Inspire campaigns that are meaningful to people and drive real results.

Go to Audience Insights



MacBook Air

How to find you customer's hangouts

- ✓ Ask them
- ✓ Do competitor research
- ✓ Do a quick Google search
- ✓ Sparktoro
- ✓ Facebook Audience Insights

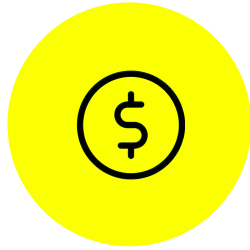


If customers are **actively looking** for solutions like yours, you should focus on helping them find you.

How to find you customer's hangouts

- ✓ Ask them
- ✓ Do competitor research
- ✓ Do a quick Google search
- ✓ Sparktoro
- ✓ Facebook Audience Insights
- ✓ Keyword research

How to rank on **Google**



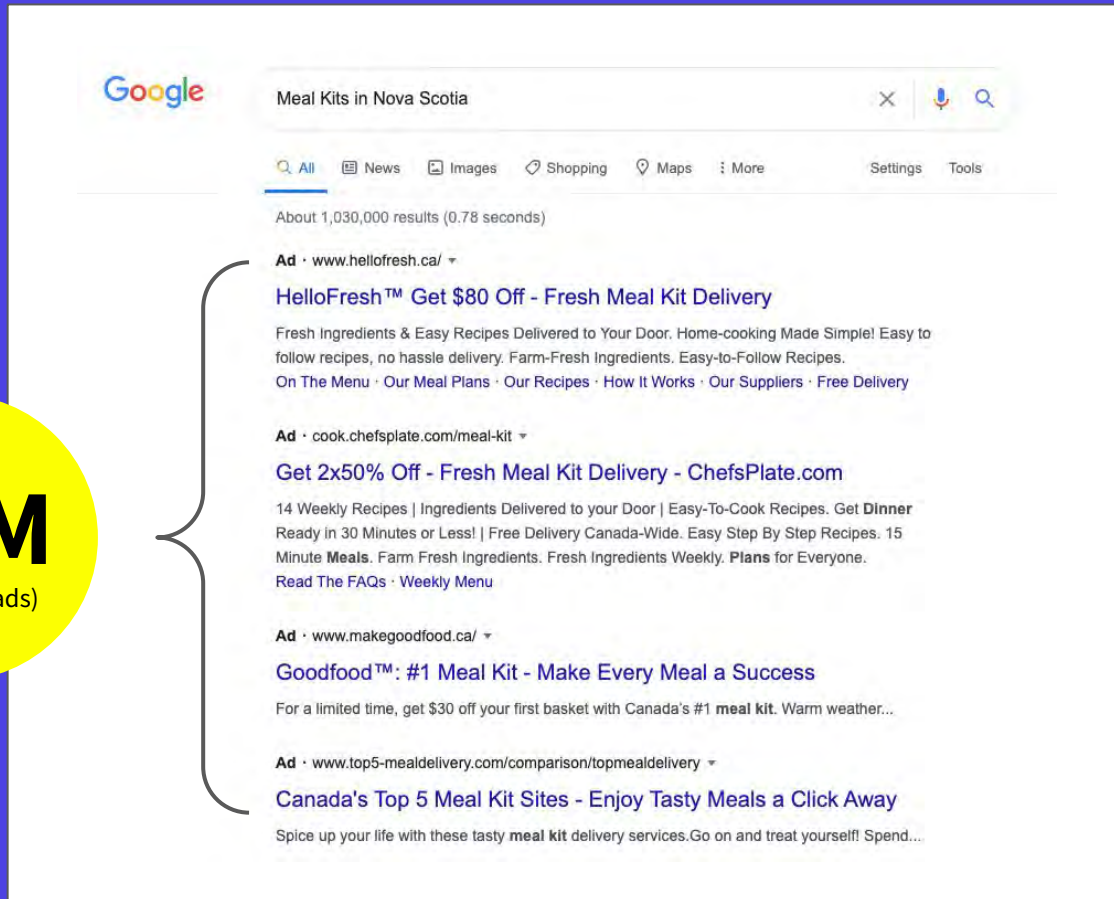
Buy your way in



Earn your way in

SEM

(ie. buying ads)



The image shows a Google search interface with the query "Meal Kits in Nova Scotia". The search results page displays several paid advertisements (SEM) for meal kit delivery services. A large curly bracket on the left side of the search results groups these advertisements together, pointing towards the "SEM" label in the yellow circle.

Google

Meal Kits in Nova Scotia

Search filters: All, News, Images, Shopping, Maps, More, Settings, Tools

About 1,030,000 results (0.78 seconds)

Ad · www.hellofresh.ca/

HelloFresh™ Get \$80 Off - Fresh Meal Kit Delivery

Fresh Ingredients & Easy Recipes Delivered to Your Door. Home-cooking Made Simple! Easy to follow recipes, no hassle delivery. Farm-Fresh Ingredients. Easy-to-Follow Recipes.

[On The Menu](#) · [Our Meal Plans](#) · [Our Recipes](#) · [How It Works](#) · [Our Suppliers](#) · [Free Delivery](#)

Ad · cook.chefsplate.com/meal-kit

Get 2x50% Off - Fresh Meal Kit Delivery - ChefsPlate.com

14 Weekly Recipes | Ingredients Delivered to your Door | Easy-To-Cook Recipes. Get **Dinner** Ready in 30 Minutes or Less! | Free Delivery Canada-Wide. Easy Step By Step Recipes. 15 Minute **Meals**. Farm Fresh Ingredients. Fresh Ingredients Weekly. **Plans** for Everyone.

[Read The FAQs](#) · [Weekly Menu](#)

Ad · www.makegoodfood.ca/

Goodfood™: #1 Meal Kit - Make Every Meal a Success

For a limited time, get \$30 off your first basket with Canada's #1 **meal kit**. Warm weather...

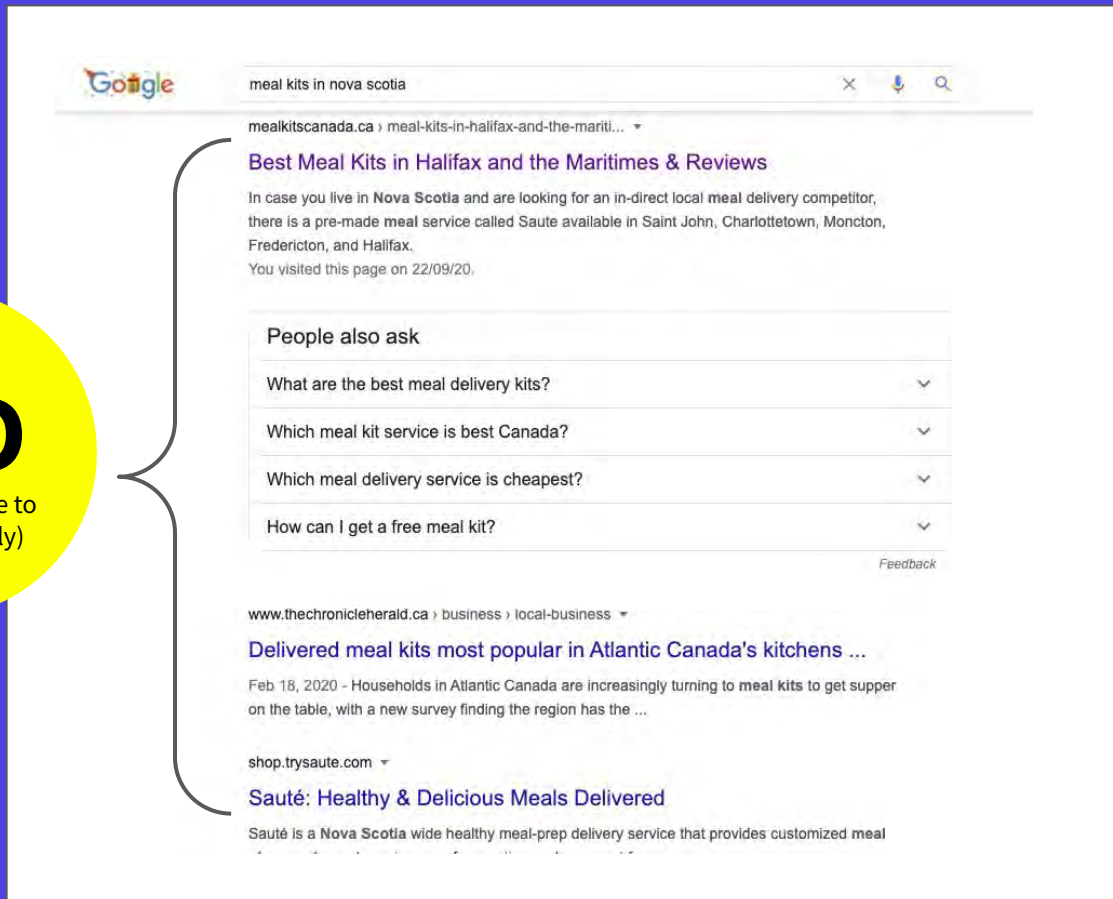
Ad · www.top5-mealdelivery.com/comparison/topmealdelivery

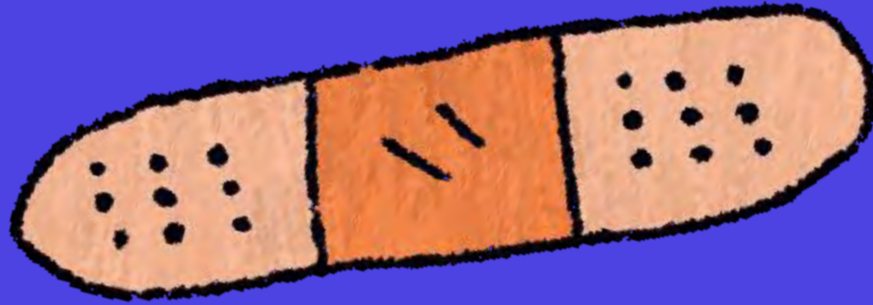
Canada's Top 5 Meal Kit Sites - Enjoy Tasty Meals a Click Away

Spice up your life with these tasty **meal kit** delivery services.Go on and treat yourself! Spend...

SEO

(ie. optimize site to rank organically)





SEO is **not** a quick fix

Ubersuggest

Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.

 English / United States

SEARCH



Domain Overview

Imagine being able to reverse engineer your competitors' SEO,

ORGANIC KEYWORDS

12,100

OVER LAST 30 DAYS

PAID KEYWORDS

45

OVER LAST 30 DAYS

TOTAL TRAFFIC

12,3M

85% ORGANIC

PAID AD COST

\$12,123

OVER LAST 30 DAYS

TRAFFIC 300 per month



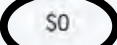



 Organic Traffic  Paid Traffic

MacBook Air



It may be **worth testing** search engine ads to see how they perform for your business



KEYWORD	TREND	VOLUME	CPC	PD
things to do in lunenburg		 590	 \$0	1
what to do in lunenburg nova scotia		 110	 \$0.29	10

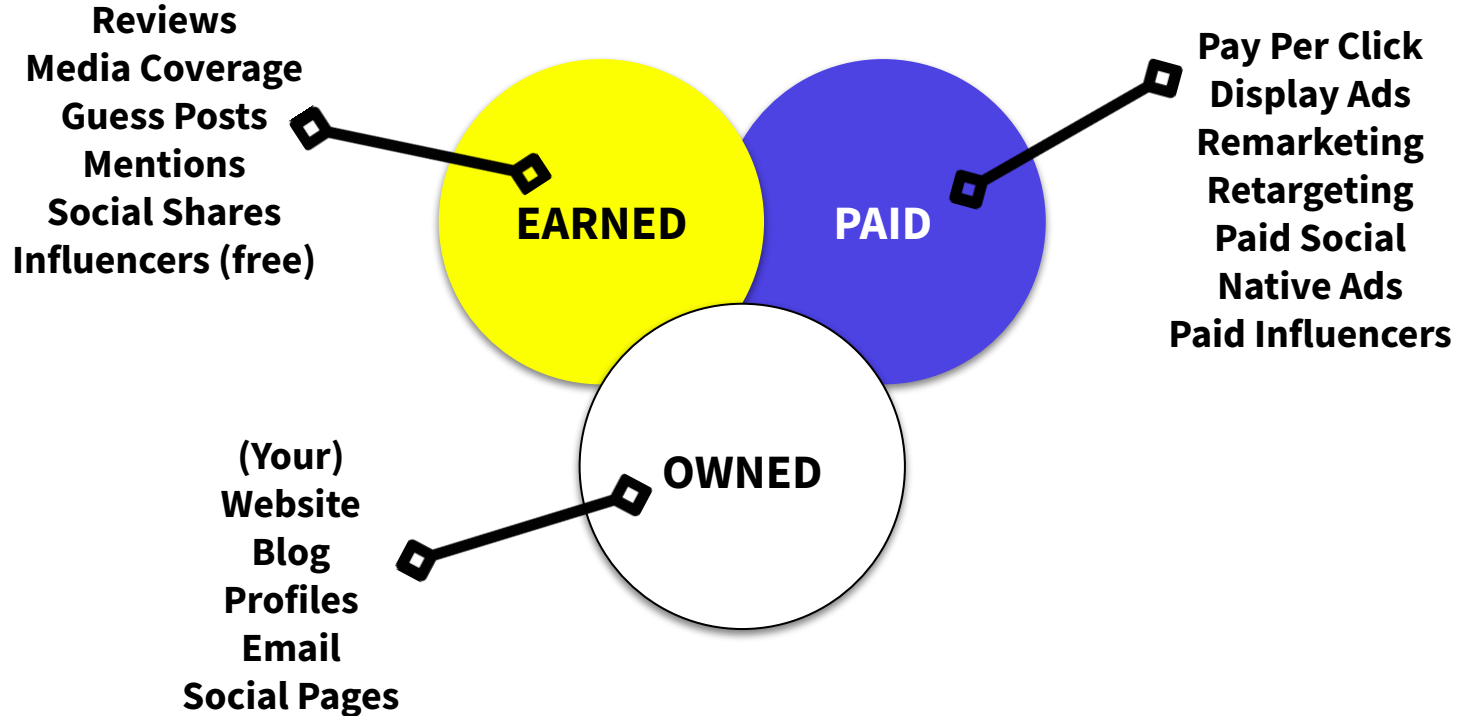
How to find you customer's hangouts

- ✓ Ask them
- ✓ Do competitor research
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- ✓ Sparktoro
- ✓ Facebook Audience Insights
- ✓ Keyword research

CHOOSING WHICH CHANNELS TO **PRIORITIZE**



The Digital Marketing Mix



TRADE-OFFS

Getting your message out
through paid channels is
fast, but costly



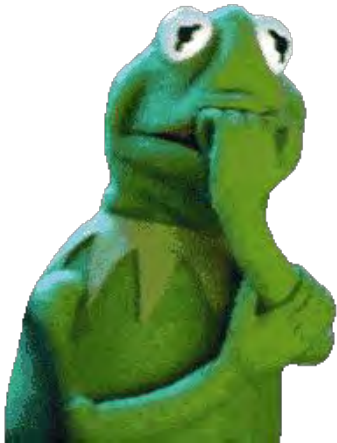
TRADE-OFFS

Building an audience on channels that you own is often **lower cost and drives long-term value, but labour-intensive**



TRADE-OFFS

Focusing on earned channels
can be **highly persuasive,**
but unreliable





Which **trade-offs** are you
willing to make?

YOU'RE SUPPOSED TO
HAVE FUN



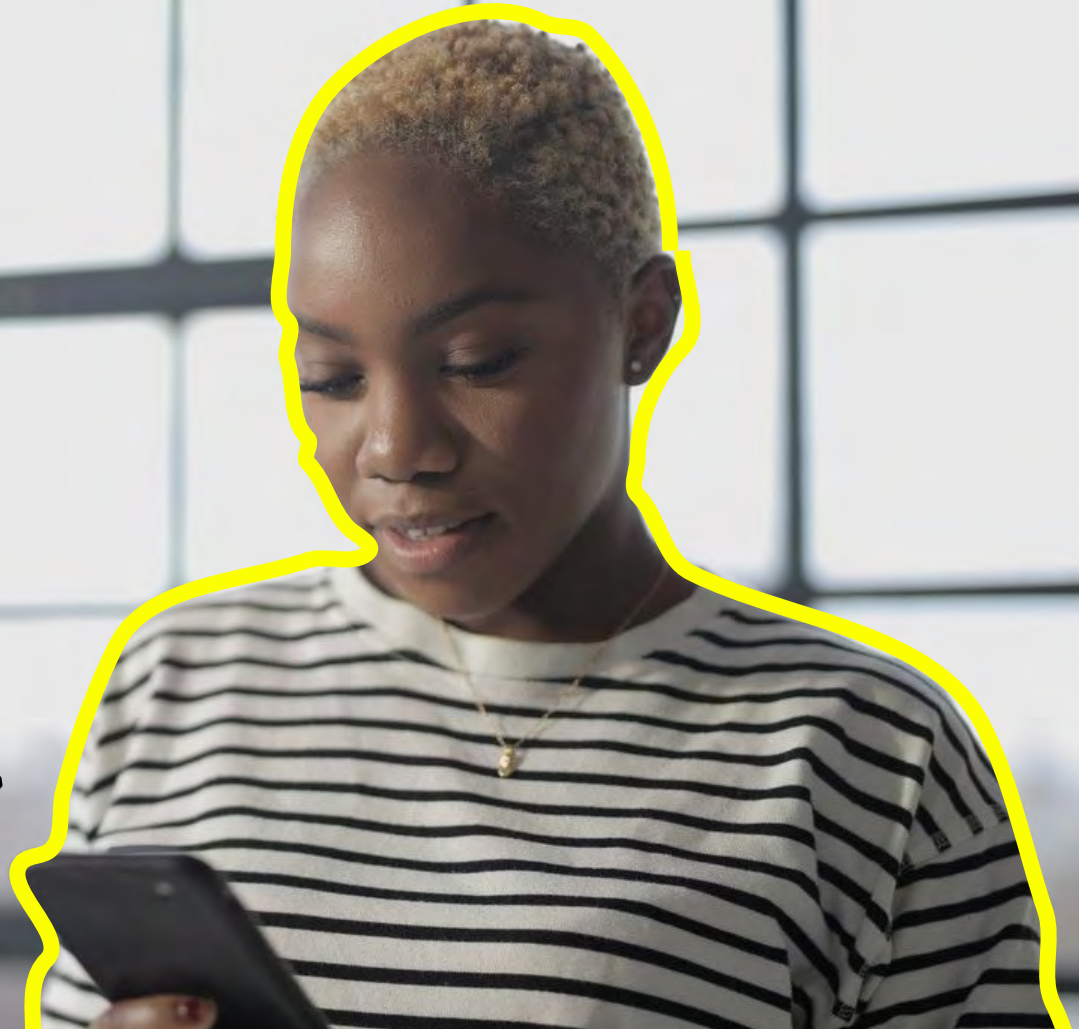
Showing up online and marketing your business consistently can often feel like hard work. But it's much easier when you **enjoy the process**

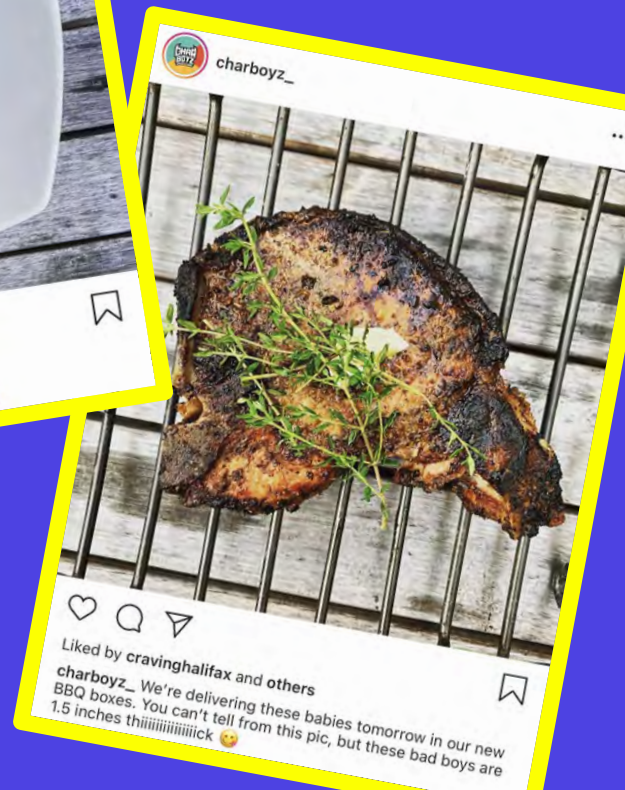
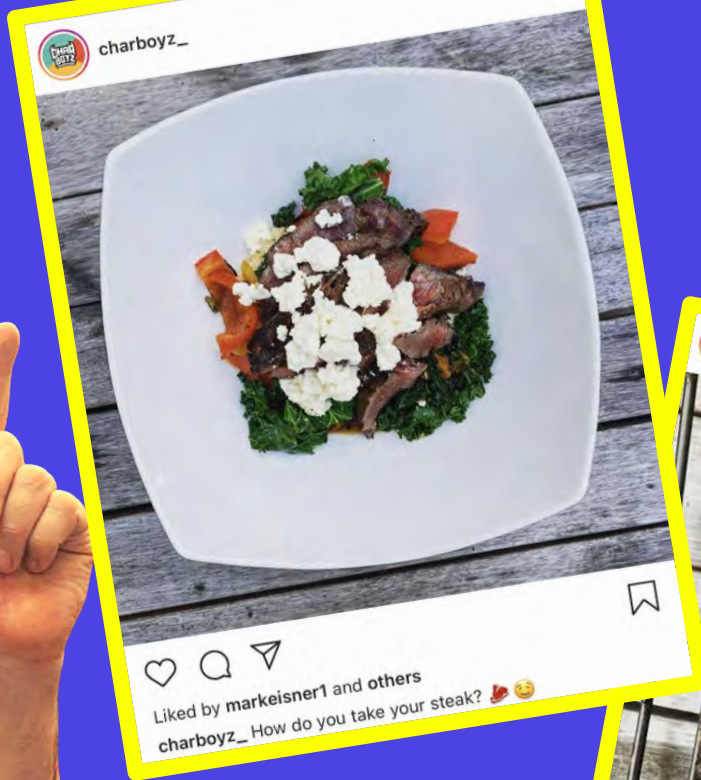










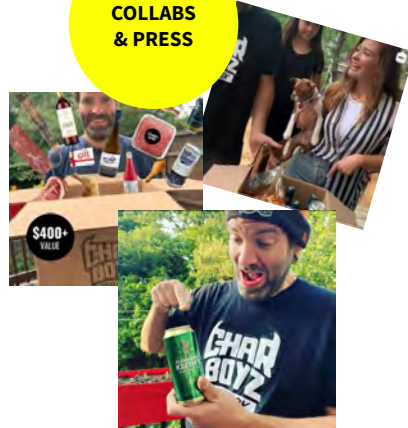


We're **focused** on...



FACEBOOK
& INSTAGRAM

COLLABS
& PRESS



EMAIL
PROMOS



VIDEO
COOKING
TUTORIALS

If you know what your audience is interested in and what type of content you actually enjoy creating, it's **much easier to show up and do it consistently**



WRAPPING UP



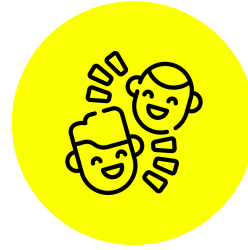
3 main takeaways



**You must know
who your ideal
customers are**



**You only need to
nail one or two
channels**



**It's easier to get
results when you're
having fun**



Group Chat

What did you think of
today's class?

More **Awesome** Resources

Check out...

[Identify your Best Visitor \(video\) >](#)

[Tip Sheet \(free download\) >](#)

[Building a Flexible Social Media Strategy \(video\) >](#)

[COVID-19 Tourism Recovery Research and Marketing Approach >](#)





Q&A

**DON'T FORGET YOUR
RANKING CALCULATOR**

 bit.ly/audiencecalculator

UPCOMING WEBINARS

Online Marketing – Going Beyond Social Media

- Date: Thursday, March 25, 2021
- Time: 10:00 a.m. to 11:00 a.m. Atlantic Time
- Delivered by: Alison Knott, Alison K Consulting
- Free for anyone to join

<https://tourismns.ca/webinar-series>

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tourismns.ca/coronavirus

