Understand your customer No digital marketing strategy will be effective if you don't have a clear understanding of who buys your product, why they buy it, and where they buy it. Use data and demographics to create a robust profile of your audience and inform your tactics by following these steps: Define the channels that fit your key demographics Speak your customer’s language Understand their pain points and how to switch on emotions Create buyer personas to help customize content and predict buying patterns Be culturally aware Consider partnerships such as with influencers Focus on action-oriented experiences and results rather than the product Use automation tools for segmentation and targeting

lakhasly.com © تم تلخيص النص بواسطة موقع لخصلي