

GET TO KNOW YOUR IDEAL MEMBER

compiled by



WHO SHOULD BE BUYING FROM US:

How old are they?

Where do they live?

Where do they work?

What do they do for a living?

What are their biggest personal problems/needs?

What are their biggest professional problems/needs?

What do they base their buying decisions on?

WHAT THEY CAN BUY FROM US:



What products and services can we realistically and consistently provide?

What products and services will our members pay for?

WHY THEY SHOULD BUY FROM US:



How do our products or services solve their problems?

What can we show potential members that will help them to trust us?

What makes us different from similar or competing associations or for-profit businesses?

WHERE THEY CAN FIND OUT ABOUT US:



Where does our ideal member get their news from?

Who does our ideal member ask for recommendations?

Which social media platforms do our ideal members use regularly?

Which words will our ideal member use when they are looking for someone to provide what we can give them?

NOW USE YOUR ANSWERS TO:

Create content for and show up on platforms where your ideal member already spends their time.

Approach your ideal members with a value proposition that tells them how you can solve their biggest problems.

Be clear about what it is they will get in language that is familiar to them.



We provide worry-free communication services to industry associations, professional bodies and companies offering professional services.

We do this by developing and implementing integrated communication strategies and communication campaigns that include publicity generation (PR), social media management, mass e-mail updates and newsletters, marketing material, corporate publications and videos.

WHAT MAKES US DIFFERENT

At the start of each project or programme we spend a great deal of time understanding everything we can about your organisation, your industry, your worries, your wins and your people. This helps us to operate as an autonomous extension of your organisation while our stringent approval processes still give you full control over quality.

Each client has an assigned content manager that takes care of every activity from start to finish. This reduces the potential for duplication of work (and cost) and gaps in the workflow.

OUR VALUES

We don't make promises we can't keep.

We keep adding new techniques to our toolbox.

We measure results, not effort.

We play well with others.

We consider your story more important than ours.