It's not all about you. Take an audience first approach to connect with your audience.
Hello!

I am Paula Glynn

I am here because I love to educate & give presentations.

You can find us on twitter at @melbournepixels

Or on the web at pixelstorm.com.au
A confused business is one who doesn’t know how to connect with their customer.

Because they don’t know who they are.
Understanding your audience & their problems allow you to provide a Solution
Understand their reactions, needs, wants and problems.
The best sales people in the world **don’t sell...**
They educate, they help and build connections based on their experiences & understanding
The ability to **connect** with the target **audience** separates the great companies from the ones that are just doing okay.

A **great business** provides **value**, and is **helpful**.
Get to know your audience...Mel style.
Intimately know your audience
Get to know them.
Become your audience.
How do you get inside your customers' heads
You have access to more audience data than you think.
Ask & Listen
Talk to your BDMS & Sales teams

The best way to learn to connect with your audience is your internal team focusing on how your business solve customers problems & what questions are asked
Surveys & Questionnaires

Ask your audience through incentivised questionnaires & surveys. Go beyond your product to general lifestyle and psychographic questions too.
Ask customers post purchase about their experience and the impact your product/service made for them.
Companies using or active on social media show they care about their audience through directly engaging with them. Because they are trying to make a genuine connection, not just sell.
Facebook groups and Facebook Analytics
Join Groups where your audience hang out & connect with each other
Slowly start to offer advice, helpful and engaging news, advice! Don’t sell, please.
Look for **hot topics**, recurring questions, shared posts, **high engagement topics**
Use the **search bar** to find hash tag content, and other posts
Once you have momentum & trust in the group, ask questions
Learn & Listen
Form Fills

Look at questions people have asked when enquiring on your services
Forums, Blogs, Reddit

Read forum topics related to your product and “outside the box”
If you do one thing from this talk, do this. Create content marketing research tool. Find the questions people are asking.
## Google Analytics

Popular pages, bounce rates & Exit rate.

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<tr>
<th>Page</th>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Entrances</th>
<th>Bounce Rate</th>
<th>% Exit</th>
<th>Page Value</th>
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</table>
Watch your audience use your website with User Testing
A/B Testing

Test messaging, imagery, button actions, subject lines in emails.
Different audiences = different messages
See user frustrations with heatmaps & mouse tracking your website
It takes effort to solve user frustrations, and plenty of time.
Create Audience First websites
What problem do you solve?

Save Time, Save Money
Feel Good, Look Good, Generate Sales?
You have 3 seconds to connect with your customer.
Use your website to connect & engage
Optimise the experience for your audience
Site structure

One page. One solution.
Site layout

Long form? Short form? Mobile or desktop?
Find the best content format for your audience
Use **Visual Design** that engages. Are these engaging?
Personalisation. Create content for one person to make a connection.
Tone of **Voice**

Talk at a level that communicates. **Don’t force the sell.**

What’s the right tone of voice for your customer?
Use **FAQ** in pages

Bring content onto solution/sales pages
Allow users to “opt in”
Give them control. Let your audience connect with you site.
Audience First.
Mobile First.
Connect. Get Engaged. Help. Solve their problem and you will breed loyalty and increase revenue.

Because you are connecting with your audience.
Thanks!

Any questions?

You can find me at paula@pixelstorm.com.au