



Ideal Client Questionnaire

The better picture you can build of your ideal customer(s) and/or client(s), the more laser focused you can get with your Social Media marketing strategy. In doing this you will be able to generate targeted content, engage with the right people and businesses and really hone your paid advertising strategy if you have one.

You will likely have more than one ideal customer and/or client. We advise completing one of the questionnaires for each "ideal" client.

- Are they male or female?
- How old are they?
- Are they single? Married?
- Do they have children? If so, how old?
- What do they do for work?



- What is their income level?
- Where do they live?
- What postcode are they in? Are we targeting nationally/internationally?
- What kind of property are they in?
- Do they own it?
- What are their hobbies?
- What are their goals and values and how does your product or service meet these needs?
- What magazine would your ideal customer read?



- What book would your ideal customer read?
- What conference would your ideal customer attend?
- What websites do they visit?
- What do they dress in? Do they have a particular style?
- Why would they be interested in your products/services?
- What problem do you solve?
- Why should your ideal customer choose you?
- What proof can you evidence of how you solve their problems?



- Where would they go on holiday?
- What do they do on a weekend?
- What is your ideal customers biggest challenge?
- What are your ideal customers pain points?
- What trade publications are relevant to your niche?
- Is there anything else you would like to add to help us get the results you would like?