

Key Takeaways: Lesson 4 – Targeting Top Customers

1. Your Top 10% Customers are those who you can attract to your business for the lowest cost and you'll get the biggest return on investment. You must determine who your Top 10% Customers are and target them.
2. Once you've determined who are your Top 10% Customers, use targeting tools that can help you narrow them down into a more focused list. Once you've narrowed the list, they'll be easier to reach.
3. You can use multiple forms of advertising and marketing, but the most creative ads and marketing campaigns will fall short if you don't identify and target your most profitable prospects.
4. Avoid using taglines in your marketing. Taglines work best if you only want to be known in a smaller marketplace, or you have a huge marketing budget, like a national chain.

What's Your Most Important Takeaway from this Lesson?
