

Know your target groups - and sell more

The text on your website is one of the crucial factors to retain and motivate your potential customers to purchase and do value creating actions on your website. It is therefore important that you know your target groups in details - and to communicate accurately to them.

Get your target group clearly defined:

- What personal profile does the buyer of your products have?
- What are your customers' needs and wishes?
- What barriers does your customers have?
- What need for product research does your customers have?
- What exact purchase process are your costumers going through before a purchase?
- What support needs does your customers have for before purchasing?

Get professional help to pin your target groups and costumer profiles and get a realistic percentage on each group.

Surveys and questionnaires via e-mail, or directly on your website and through panels can be used to identify your customer profiles.

[Contact Inflow](#) to hear more about identifying your precise customer profiles.