

# The Gobbler: Avoid Marketing to the Wrong Audience

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## Introduction

Trial and error is the real path we all take as marketers. Sometimes we run an amazing campaign but can't repeat it. Sometimes a slow, methodical approach wins the day.

Part of the trial and error process is honing in on your audience—your ideal audience who might want to purchase your products or services.

But, by identifying who to avoid, instead of who to attract, you can bring clarity and focus to your marketing strategy and overall efforts from the start.

I have identified five audiences who will drain valuable campaign time, ad spend, search engine optimization efforts, event planning, sales, and ultimately, the company's revenue and profit in different ways.

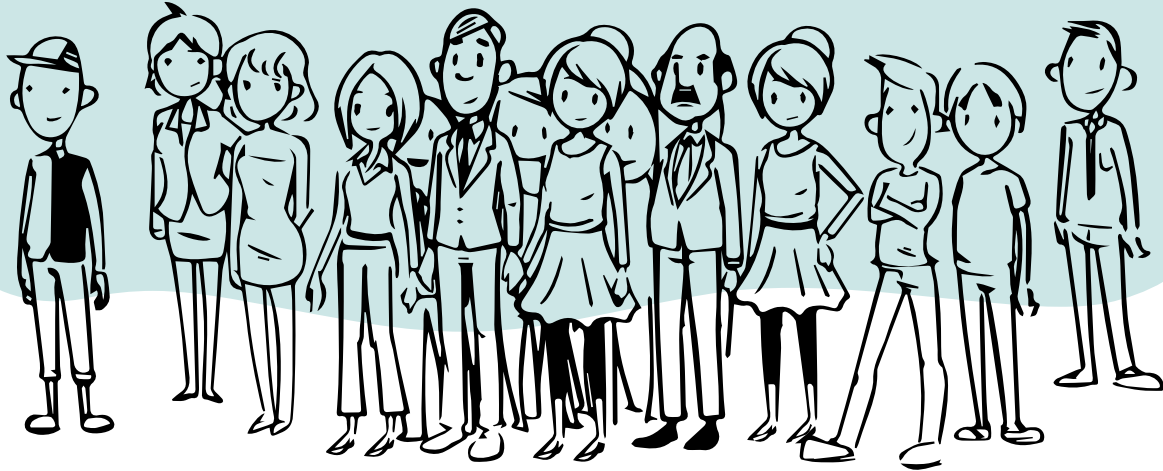
Which one will you avoid?

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## About B2C and B2B Audiences

I am confident these types exist in every marketing scenario. A business-to-consumer (B2C) audience makes decisions as an individual, and a business-to-business (B2B) audience involves a group of people. Everyone is influenced by their close circle of friends, family, and co-workers.

Sometimes, all of these audience types are represented, depending on the situation.

No matter what product or service you are marketing, you want to avoid audiences who will not drive revenue growth, and spend time on the audiences who will.

## The 5 Audience Types

Each audience type has pros and cons, depending on your perspective. Although the names I chose for each are generally negative, there are many attributes that could be positive.

I knew these names had impact when I heard my own team using them to describe potential clients during the sales process.

The idea is to avoid the audience types that don't fit with your product or service. Or, use them as a guide to find and attract the positive attributes that you need to increase your sales. The Gobbler, for example, may be exactly the type of audience you need.

### The 5 Audience Types

1. The Gobbler
2. The Lonely Worker
3. The Hard to Please Expert
4. The Juggler
5. The Get it Done Now Leader



## 1. The Gobbler

The Gobbler is an enthusiastic person who loves what you have to offer. But they can be responsible for low profits due to the time and attention they need.

### Pros:

- Really needs your help
- Loyal, most likely to become an influencer or advocate
- Recommends you because you solve a real problem

### Cons:

- Takes all of your time and energy
- Wants to be associated with your brand
- Takes advantage of free offers, but cannot afford to buy

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### To Avoid:

- Increase prices, create membership fees, loyalty programs, VIP offers, and exclusivity, etc.
- Create automated options.
- Gift them, or present an offer, to ask them to refer the right audience type you need.

### To Attract:

- Build free activities or channels that encourage community participation.
- Offer free or “easy to buy” items.



## 2. The Lonely Worker

The Lonely Worker is often caught in the middle of things and usually needs to delay decisions.

### Pros:

- Has some decision-making power
- Appreciates what you have to offer
- Needs your guidance or expertise

### Cons:

- Has very little support from a boss or team
- Hard to upsell or cross sell based on this lack of support
- Will look to you to solve problems that may be beyond your control

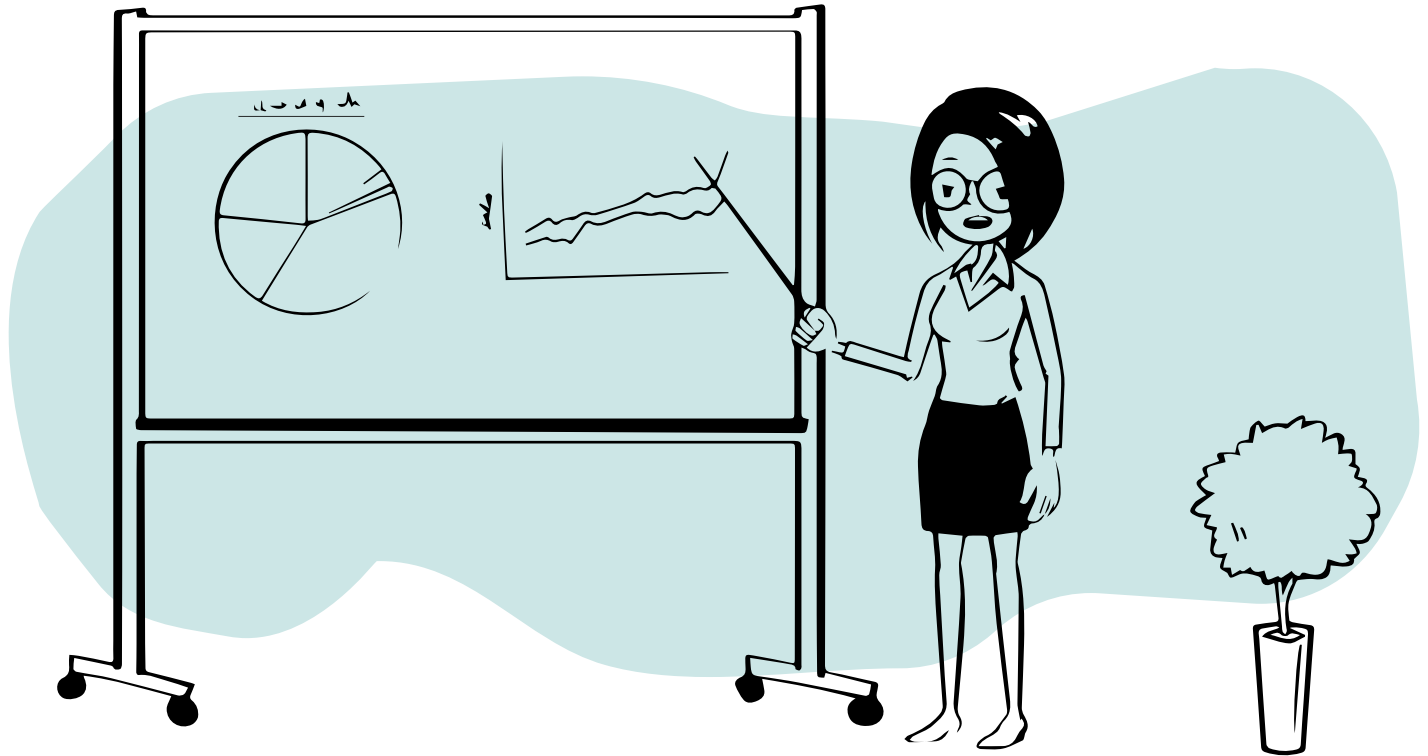
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### To Avoid:

- Layer the sales/purchase process to prioritize those with decision-making authority.
- Offer expensive products and services that don't advance their situation.

### To Attract:

- Support them directly to help them gain knowledge or power to advance their career or give them more recognition.
- Offer them low-priced to mid-range products that will help them in their lives or manage others.



### 3. The Hard to Please Expert

For the Hard to Please Expert, the truth is what they perceive.

#### Pros:

- Often in a leadership position to make product recommendations or service referrals
- As a leader, they are in a great position to upsell
- Can become an industry insider and/or influencer

#### Cons:

- Knows more than you about their industry (or, thinks they know more)
- Never completely happy with anything you may do
- Takes credit

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#### To Avoid:

- Introduce new, innovative products and services with no history/legacy.
- Redirect their focus and potential criticism by asking them for their opinions.

#### To Attract:

- Give them facts, data and customer stories. The more you can show and tell, the better.
- Don't promise what cannot be delivered, and reassure them that you will never be an expert like them.



## 4. The Juggler

The Juggler is too busy for your products and services. This is the type most companies want to attract but they tend to require very expensive campaigns to get their attention.

### Pros:

- Needs what you offer
- Loves convenience if you can offer it
- Crunched for time but very happy to have your product or service

### Cons:

- No time for referrals
- “Ghosts” you/your brand: aware but doesn’t respond
- Hard to break through all the multitasking in their lives

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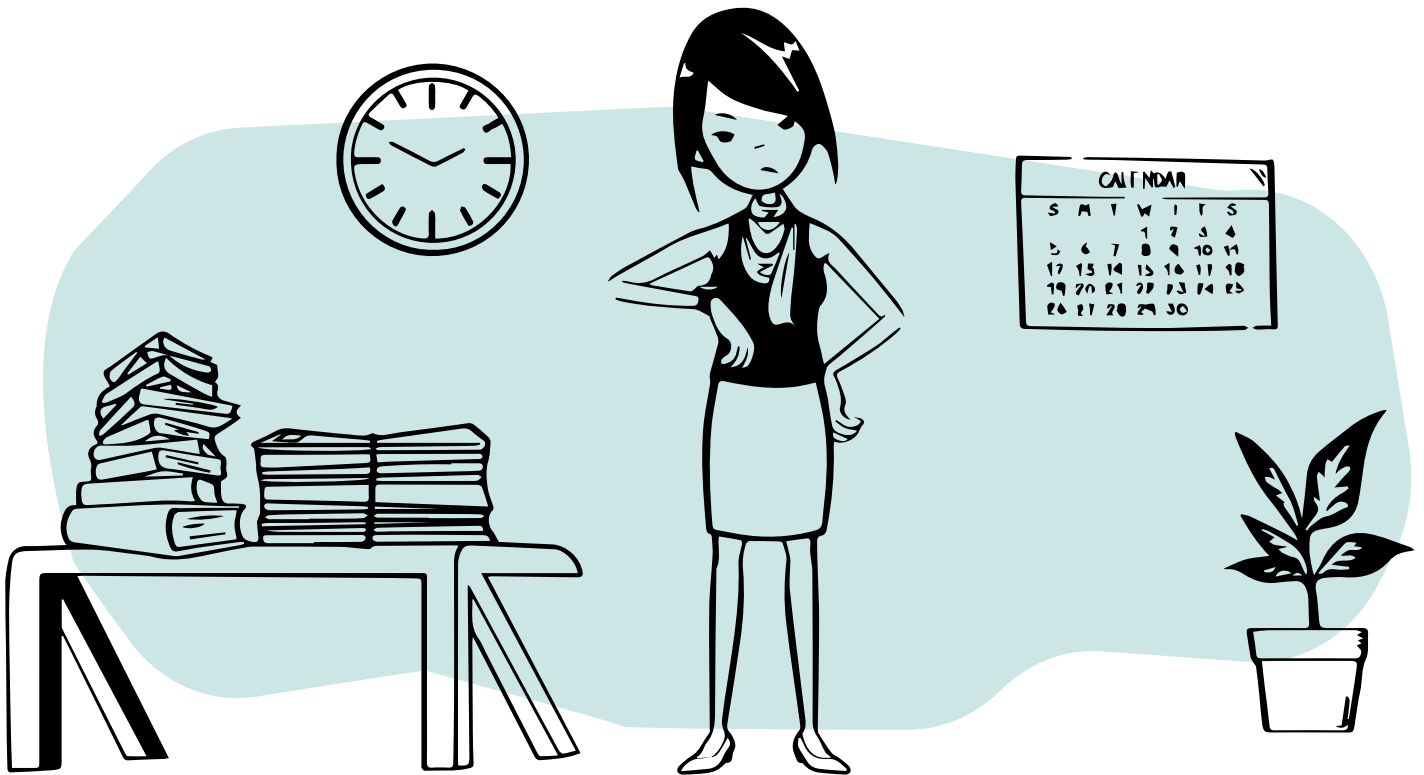
### To Avoid:

- Create urgent, time-limited offers (Jugglers tend to act on their own timelines based on loyalty and history).
- Force focus (do not encourage multitasking).

### To Attract:

- Run campaigns directly at peers and colleagues to reduce ghosting and get them to act.
- Plan a long-term approach with staying power, putting loyalty first.
- Immerse the Juggler in one-to-one environments or reward them with a very special offer, just for them.





## 5. The Get it Done Now Leader

The Get it Done Now Leader puts action first but is very demanding and creates stressful environments.

### Pros:

- Action-oriented to make quick decisions
- Needs what you have “yesterday”
- Has purchasing power

### Cons:

- Creates stress and stresses out others
- Not very flexible with terms
- Constantly being “sold to” therefore, skeptical

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### To Avoid:

- Focus on entertaining, casual, or low-key experiences.
- Run campaigns that embrace a slower, long-term approach, more relaxed mindset.

### To Attract:

- Use channels like email and search, to keep things direct and to the point.
- Use time-limited, urgent offers.
- Promise to help them get more done.



## Conclusion

Adopt these audience types or create your own. What audiences do you need to avoid, rather than attract? This will bring you clarity and focus to your marketing plans, and help you win more business, faster.

If you would like to book Susan Varty for a speaking engagement, or have any questions, please send an email to [write@headstartcopywriting.com](mailto:write@headstartcopywriting.com) or visit [headstartcopywriting.com](http://headstartcopywriting.com).

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