



FOR THE LIFE OF YOUR BUSINESS

Creating Personas For Your Customers

What is a persona?

per · so · na

/ ˌpərˈsɒnə /

noun

the aspect of someone's character that is presented to or perceived by others.

"her public persona"

What is a persona?

A **fictional character** who represents the **essential traits** of **your customers**.

What is a persona?

A **fictional character** who represents the **essential traits** of **your customers**.

An actionable personas go beyond the demographics

Essential Traits?

- Demographics
 - Gender, Age, Income, Marital Status, Children
- Family role
- Interests
 - TV, podcasts, Netflix, music, exercise, favorite websites...
- Work role
- Relationship status
- Education
- Location
- Buying motivation
 - Self or others
 - Spurge or necessity
- Buying concerns
 - Price conscious
 - Buy only the best there
- Past experience

Constructing a customer personas



Step 1: Envision your ideal customer

- Describe her in terms of the essential relevant traits
 - What does she do
 - Where does she live
 - Her family life and work life
- Can you drawn on a past customer that was good for your business

Step 2: Problems, issues, worries

- What is a concern or important issue for your ideal client?
- What is really important to him?
 - Money
 - Convenience
 - Reliability
 - Service
 - Trust or reputation
 - Major brands

Step 3 & 4: Primary/Secondary research

Primary research

How:

- Talk directly with your customers

Benefits:

- Great for understanding values and pain points

Limitations:

- Time consuming
- Small sample size

Secondary research

How:

- Locate and interpret existing data (census.gov, GoogleTrends, etc.)

Benefits:

- Great for understanding broad trends (e.g., 60% of schools struggle with...)

Limitations:

- Limited insight into individual needs

Step 5: Align your marketing efforts to the personas

- Use the media she use most often
- Share information that is important to the her
- Adjust your value proposition to meet her needs
- Put yourself in his shoes when writing copy

Let's Do This!



ALRIGHT

Let's do this!!



**LET'S
DO
THIS!**



Persona Template

Name: _____

Customer segment: _____

Who are they?

Picture

Purchasing decisions?

Sample quotation

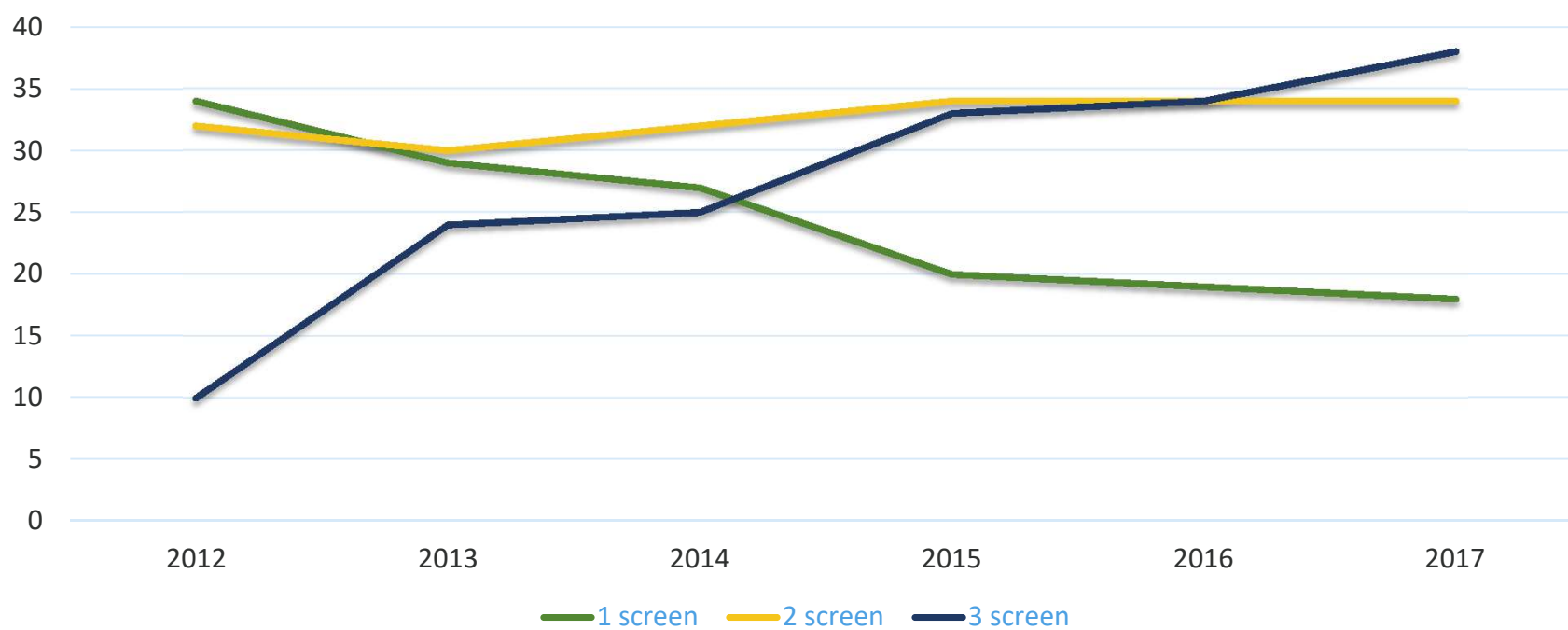
Goals & pain points

A quick look at

SECONDARY DATA

Google Consumer Barometer

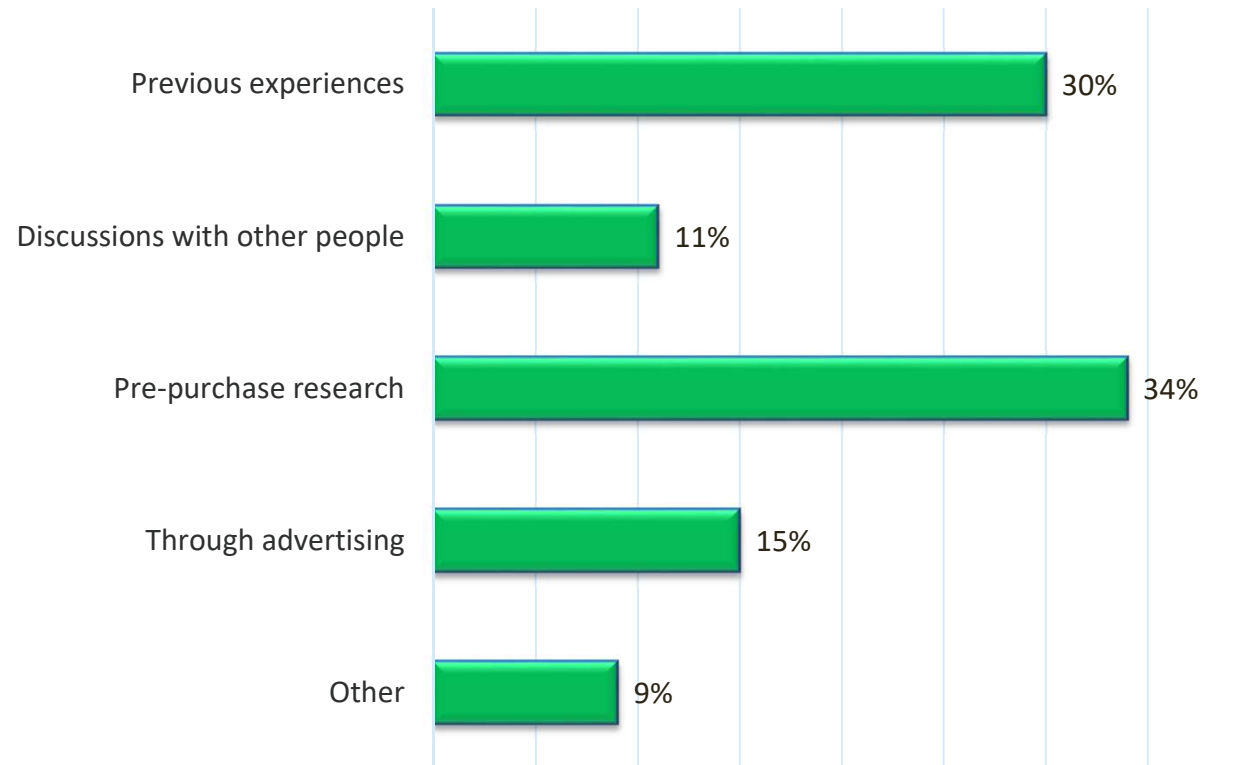
Which, if any, of the following devices do you currently use
- a computer, smartphone or tablet?



Consumer Barometer with Google

www.consumerbarometer.com

How did people first hear about the product / offer they bought?



Food Network Online Users

YouGovProfiles^{LITE}



People who like Food Network Online



Welcome David!

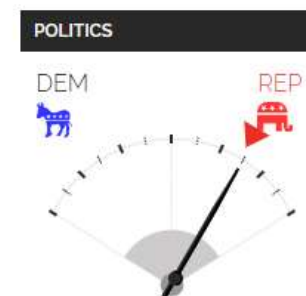
LOG

Now showing: Shows attributes of people who like Food Network Online, compared to other groups of the same type. | Sample size: 100 | Oct 14, 2016 | © YouGov | What is this data?

- DEMOGRAPHICS
- ENTERTAINMENT
- LIFESTYLE
- PERSONALITY
- BRANDS
- ONLINE
- MEDIA
- UPGRADE OPTIONS

- DEMOGRAPHICS**
- GENDER: MALE +
 - AGE: 45-64 +
 - URBAN +

- TOP STATES** +
- TEXAS
 - KENTUCKY
 - GEORGIA
 - DISTRICT OF COLUMBIA
 - NEBRASKA



- PROFESSIONS**
- FOOD SERVICES AND HOSPITALITY
 - ADMINISTRATIVE AND CLERICAL
 - MANUFACTURING

- ANNUAL INCOME**
- \$20,000 - \$49,999



Food Network Online Users

YouGovProfiles^{LITE} People who like Food Network Online

Now showing: Shows attributes of people who like Food Network Online, compared to other groups

- DEMOGRAPHICS
- ENTERTAINMENT
- LIFESTYLE
- PERSONALITY
- BRANDS
- ONLINE
- MEDIA
- HELP!
- UPGRADE OPTIONS

DEMOGRAPHICS

- GENDER: MALE
- AGE: 45-64
- URBAN

TOP STATES

- TEXAS
- KENTUCKY
- GEORGIA
- DISTRICT OF COLUMBIA
- NEBRASKA

PROFESSIONS: FULL DATA

Sort by... SAMPLE % ALL %* CORRELATION

Food Services and Hospitality	17.0	9.0	+1.9
Administrative and Clerical	18.3	11.8	+1.6
Manufacturing	14.0	8.9	+1.4
Banking and Finance	9.4	5.5	+1.4
Gardening, Landscaping and Nursery	14.6	9.9	+1.3
Real Estate and Property	8.6	5.3	+1.2

*Everyone who answered this survey question
**Z scores are the statistical way to measure the significance of differences between two groups - in this case People who like Food Network Online compared to other groups of the same type.

Type here to search

5:27 PM 1/1/2018

Starbucks Mobile App

YouGovProfiles^{LITE}



People who like Starbucks Mobile



Welcome David!

Now showing: Shows attributes of people who like Starbucks Mobile, compared to other groups of the same type. | Sample size: 901 | Oct 14, 2016 | © YouGov | What is this data?

- DEMOGRAPHICS
- ENTERTAINMENT
- LIFESTYLE
- PERSONALITY
- BRANDS
- ONLINE
- MEDIA
- Twitter
- Facebook
- HELP!
- UPGRADE OPTIONS

DEMOGRAPHICS

- GENDER: FEMALE
- AGE: 18-29
- URBAN

TOP STATES

- CALIFORNIA
- ILLINOIS
- MARYLAND
- COLORADO
- WASHINGTON



PROFESSIONS

- CHARITY AND NONPROFIT
- MEDIA AND JOURNALISM
- INSURANCE

ANNUAL INCOME

- \$100,000 OR MORE



Starbucks Mobile App

YouGovProfiles^{LITE}



People who like Starbucks Mobile



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- MEDIA
- [HELP!](#)
- UPGRADE OPTIONS

+					
FAVORITE MOVIES	TOP FIVE	RENT	INSIDE OUT	BEND IT LIKE BECKHAM	JOY
+					
FAVORITE TV SHOWS	PBS NEWSHOUR WEEKEND	MILLION DOLLAR LISTING: SAN FRANCISCO	FIXER UPPER	GIRL CODE	ANSWERED PRAYERS
+					
FAVORITE MUSIC ARTISTS	RIHANNA	BEYONCÉ	COLDPLAY	WIZ KHALIFA	MISSY ELLIOTT
+					
FAVORITE CELEBRITIES	GEORGE CLOONEY	ORLANDO BLOOM	HILARY DUFF	MATT LEBLANC	SACHA BARON COHEN



SAMPLE PERSONAS

FRANK



DEMOGRAPHICS

- 40 yrs old
- Accountant
- Buffalo, NY

BEHAVIORS

- When he finds a restaurant he likes, he is a loyal customer.
- Has a lot of loyalty program cards in his wallet.
- Doesn't like to waste a break in line for coffee.
- Goes for a short walk in the afternoon to escape the office.

NEEDS & GOALS

- Get a quick "pick-me-up"
- Wants to be known by name as a regular at his favorite coffee shop.
- Tangible reward for frequent purchases
- Eliminate rewards punch cards that take up space in his wallet.

Rachel

Small Business
Owner



- Social Media Marketing
- Key decision-maker

Demographics

- Age 32-39
- Skews female
- \$90,000/yr
- Urban location
- Master's degree
- Married, no kids

Goals and Challenges

- Save time online
- Find interesting content to share
- Maximize social media resources

How we can help

- Schedule posts to a queue
- Content suggestions

Facility/Operations Manager Fred



Personal Background

- Age: 45-55
- Married with 1 kid in College, 1 in HS
- Education: Undergraduate

Role: Facility or Operations Manager

- Job measured: space and operations efficiency, employee productivity
- Skills required: People management, analysis, industry knowledge
- Reports to: CEO or General Manager
- Manages: Operations staff

Company information

- Industry: Distribution, Manufacturing, 3PL
- Yearly Revenue: \$20M
- Employees: 100

Goals and Challenges

- Success means: a raise and promotion
- Values most: Job security, family, recognition for success, church
- Biggest challenges: New systems, managing people, keeping all balls in air
- Biggest objections: Appearance, liability, suitability, not state of the art, look dumb

Shopping and Industry News Preferences

- Preferred communication: Email, phone
- Use internet for buying research: Much
- Gets updated industry news: Specific industry publication
- Industry publications: Trade magazines
- Industry associations: Industry trade groups
- Social networking sites: LinkedIn?

Background:

- *Staff Accountant at Founder Accounting
- *Completed his undergraduate degree at Penn State and his masters at Cornell University
- *Has a serious girlfriend and two dogs (a Labrador retriever and a pug mix)

Demographics:

- *Male
- *Age 34
- *Annual HH income: \$125,000
- *Lives in a townhouse-style condo in an urban area

Goals:

- *Become a senior accountant within 3-5 years
- *Achieve a salary of \$80,000 so that he can purchase a single family home
- *Network aggressively in order to build professional contacts

Tommy Technology

**Hobbies & Interests:**

- *Running 5K races with his girlfriend
- *Watching Game of Thrones
- *Going out to brunch with other young couples
- *Taking one nice vacation a year to established tourist destinations

Challenges:

- *Wants to have a more modern website, but isn't the final decision-maker
- *Struggles with being seen as the "young guy" in the office and being taken less seriously as a result

Common Objections:

- *I love the idea of a new website, by my boss will never go for it! He doesn't see the value in new technology.
- *I'd love to get started on a new website, but I don't think I can get buy-in from my boss. He never takes my ideas seriously.

Biggest Fears:

- *Getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like
- *Economic recessions that mean he'll never be able to retire
- *Life passing him by too quickly

QUESTIONS?

For additional assistance

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