



INTERNET BUSINESS CONCEPTS

WEEK #7: *MARKETING PERSONAS*

THIS IS VANCOUVER'S SKYTRAIN



WHY IS THIS PERSON RIDING THE SKYTRAIN?



WHY ARE THESE PEOPLE RIDING THE SKYTRAIN?



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WHAT IS A PERSONA?

When you think about the sort of people that use a product or service, you use **educated guesses** based on your personal experience, and any **hard data** that you can draw from.

It helps to think of these people as individuals, with names, facts, a history and likes/dislikes.



FOR EXAMPLE....

Soccer Mom Sarah

GOALS:

- Manage all household tasks
- Publish one blog post a day

CHALLENGES:

- Maintaining enough energy to get through the day.
- Finding an environment outside of home to write and relax

HOW WE HELP:

- Providing quality products to provide energy throughout the day.
- Café setting and Wi-Fi to relax, write, and surf the internet.



PERSONAS CAN BE SIMPLE...



VoiceBunny[®]
by Bunny Inc.



Karin - Marketer

trustworthy
overwhelmed **agreeable**
ad buyer family-oriented
friendly **comfortable**
passive underachiever

OR MORE COMPLEX....

					
Mike	25-34 single male living with friends	Zoë	18-33 single female living with friends	Geoff	35-49 married male with young kids
<p>Mike works as a graphic designer in a small agency and one day wants to run his own agency.</p> <p>He's got an iPhone and a Vodafone 360 H1 by Samsung phone, one personal and one for work. He follows friends and key people in the design industry via Twitter, blogs, and RSS feeds. He uses his iPhone for work emails and his H1 for Facebook.</p> <p>He uses Twitter to post updates about what he's up to with his project work as well as using it as a tool to find out what people are up to and to invite them to events. He uses Facebook to share personal photos and video and keeps a Tumblr blog to post interesting things he discovers and share them with his friends and followers.</p>		<p>Zoë is studying a Masters in International Development unsure of what the future lies ahead of her.</p> <p>She is constantly using the Facebook app on her Vodafone 360 M1 by Samsung phone as well as on her PC to upload and tag photos and videos from places she's been to with her friends, as well as to find out and comment on who's been where at which club nights and parties.</p> <p>She regularly texts and messages her friends to find out if they've heard about a new pop-up shop she heard about via a flyer, or one-off warehouse party started by friends of friends.</p>		<p>Geoff works as an senior architect in a large practice, and has a wife and a young girl and 6-month baby boy. He thinks the time is right to start looking for a bigger home for his family.</p> <p>Geoff uses his Vodafone 360 H1 to take photos and videos of prospective sites he visits. He purchased the H1 because of its ability to check email, surf the web, use apps, and take photos and video.</p> <p>He loves the built-in camera and also uses this phone on holiday to take snaps of the family as it fits in his pocket and doesn't want to carry a large SLR around with him. He likes to upload his photos and video to Flickr and share them with his family and friends. He also creates photo books from his holidays snaps to give as gifts to his parents.</p>	

OR MORE DETAILED



CHUCK LEVI

uni student

Age: 18-25

Gender: Male

Salary: Low

Location: Urban

Cafe Frequency: Daily

"I like a great cup of coffee but I also want to know it's ethically sourced."

BACKGROUND

I am single, think of myself as a young entrepreneur and must admit I'm a bit of a nerd. I'm currently studying business management but in the last few years I have become interested in how we connect with each other and new ways we can do that.

Each morning I like to plan out my day (and week) while I enjoy my morning coffee, whether it be freshly brewed at home or made by my favourite barista at my local hangout (my preferred option).

LIKES

Beach
Music festivals
Sports (Football, Fitness & Tennis)
Pop Culture (Comics)

DISLIKES

Products that are unethical
Luxury brands
Losing

SOCIAL MEDIA



SOURCES OF INFORMATION

MAGAZINES

Men's Health
Inside Sport
Smith Journal
Time
Popular Science

BLOGS

Art of Manliness
The Style Blog (men's fashion)
Expert Enough

WHAT YOU WANT TO DO WITH YOUR PERSONA IS THINK ABOUT WHO THE PERSON IS USING YOUR SERVICE / PRODUCT

The better that you believe you know who your perfect customer is, the better your **marketing** and **value** can be for that person.

BETTER UNDERSTANDING OF CUSTOMER = MORE CUSTOMERS

EXERCISE: THE ST. REGIS HOTEL



The background is a dark blue gradient with a fine, light blue grid pattern. Overlaid on this are several abstract geometric elements: a large, faint, light blue circle in the top right corner with a dashed line and an arrow indicating a clockwise direction; a smaller, similar circle in the bottom right corner; and a partial circle with an arrow in the bottom left corner. The word "FIRST..." is written in a bold, light green, sans-serif font in the upper left area.

FIRST...

Let's think of all the hotels we can think of in downtown Vancouver!

SECOND...

Let's rank all those hotel by prices of their rooms...how cheap or expensive are they each night?

THIRD...

Do any of the hotels have **unique features** that another hotel might not have? Do they share the **same features/benefits**?

LET'S GO BACK TO THE ST. REGIS



- What features does the St. Regis have?
- Where is it located when compared to other DT Van hotels?
- What else is around the hotel?
- What sort of person would stay here?

NOW:

Write marketing personas on **3 of the kinds of people** that would rent a room at the St. Regis Hotel.

Give them:

- A Name, a Job, where they are from, how much they earn
- What gender are they, what's their occupation?
- Are they married, single, travelling with a family, single?
- Why are they at the hotel? What is the GOAL?
- What do they want from their time here?
- Do they have an OBSTACLE TO OVERCOME?
- How does the hotel HELP THEM WITH THEIR GOAL?

GOING DEEPER:

You can dive even deeper into who your target market is by thinking about the following:

What are their interests?

What's their personality like?

What are their creature comforts like?

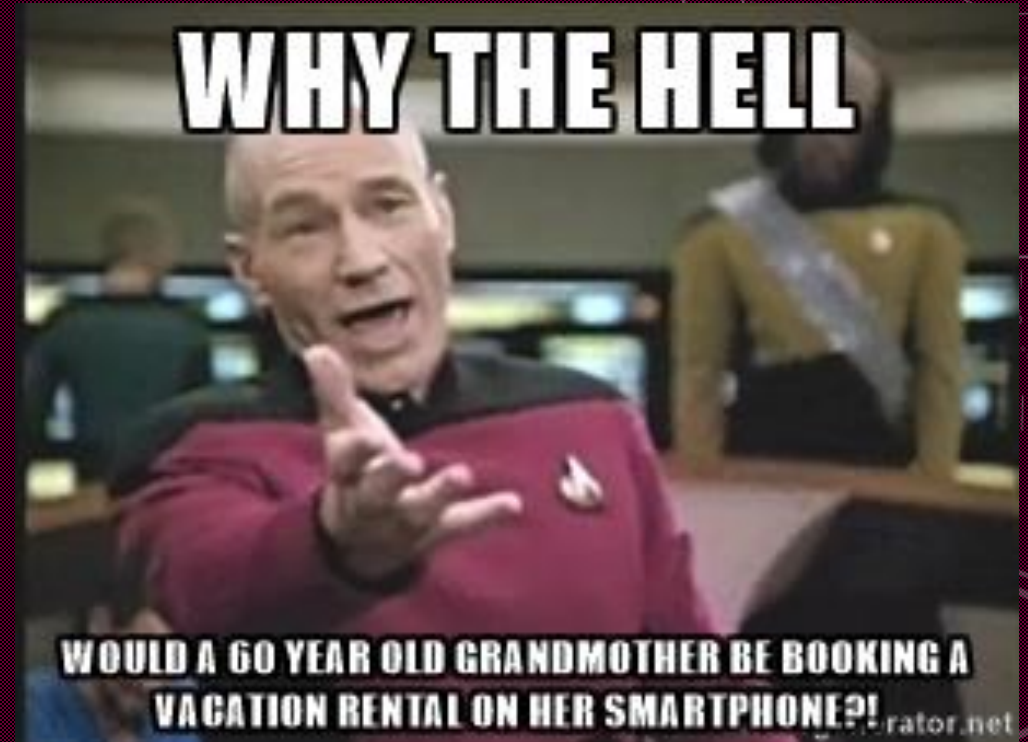
What would MOTIVATE them to tell others positively about their experience at your hotel?

What's their SELF-IMAGE? Are they modest or full of themselves?

HOW YOU WOULD USE THIS FOR AN ONLINE BUSINESS:

For building a website, writing content, creating an email newsletter, using social media...

- What would CREATE TRUST in this person?
- What would they want to see on your site/email/content?
- What are the top pages they'd view?
- What call-to-actions are they most likely to complete?



HOW YOU WOULD USE THIS FOR AN ONLINE BUSINESS:

For building a website, writing content, creating an email newsletter, using social media...

- What keywords would they use in Google?
- What content would motivate them to share on social media?
- Why would they BUY FROM YOU?
- How could you IMPROVE THEIR CUSTOMER EXPERIENCE?

