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**Customer Personas** Australia 2024

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# Persona 1: David, the Energy Sector Entrepreneur

## Demographic Information:

* **Age**: 40-50
* **Gender**: Male
* **Income**: £150,000+ annually
* **Education**: Advanced degree in Business or Engineering, typically MBA or MEng
* **Location**: Australia, with business connections in the UK and global markets
* **Industry**: Energy sector, specifically in oil & gas, renewable energy, or energy services

## Psychographic Information:

* **Values**: Strong belief in innovation, efficiency, and sustainability within the energy sector. Focused on expanding market share and solidifying business presence in new regions.
* **Interests**: Networking and forming strategic partnerships. Actively seeks industry insights to stay ahead of competitors, attends energy expos and conferences.
* **Lifestyle**: Time-poor, but prioritises professional development and leadership within the industry. Often juggles multiple responsibilities as a founder or high-level executive.

## Behavioural Information:

* **Buying Habits**: Prefers trusted partnerships and solutions with proven track records, tends to avoid new or untested suppliers. Decision-making driven by ROI and growth potential.
* **Product Usage**: Actively uses digital marketing tools and attends networking events to enhance company visibility. Regularly invests in sponsorships and advertising to reach a broader audience.

## Needs and Goals:

* **Needs**: A comprehensive marketing platform that increases visibility and creates networking opportunities. Access to well-organised industry events where David can showcase his company's innovations and expand into new markets.
* **Goals**: Establishing a dominant position in the Australian energy sector, improving business development, and securing new clients by leveraging marketing and events services.

## Pain Points:

* Difficulty in differentiating his business from competitors in a crowded market.
* Limited resources to handle marketing, recruitment, and event management internally.
* The challenge of maintaining an international presence while growing in Australia.

## Preferred Channels of Communication:

* **Email newsletters** for industry insights and event updates.
* **LinkedIn** for professional engagement and networking.
* **Personal outreach** from dedicated OGV account managers for strategic discussions.

# Persona 2: Sarah, the Marketing Manager

## Demographic Information:

* **Age**: 30-40
* **Gender**: Female
* **Income**: £70,000-£100,000 annually
* **Education**: Bachelor's or Master's degree in Marketing, Communications, or Business
* **Location**: Based in Australia, but reports to global teams and occasionally works with UK offices
* **Industry**: Works in a mid-sized energy company, responsible for communications and branding strategy

## Psychographic Information:

* **Values**: Passionate about brand building, innovation, and crafting impactful marketing campaigns. Values efficiency, measurable results, and enjoys keeping up with digital marketing trends.
* **Interests**: Focused on both digital and traditional marketing methods. Frequently attends industry seminars and workshops to stay updated on the latest marketing technologies.
* **Lifestyle**: A busy professional with a demanding role. In her free time, enjoys industry networking events and personal development activities related to leadership in marketing.

## Behavioural Information:

* **Buying Habits**: Prefers comprehensive, integrated marketing solutions that streamline efforts and maximise exposure. Engages with vendors that offer analytics and performance reports.
* **Product Usage**: Actively uses digital tools such as CRM systems, social media platforms, and SEO optimisation software. Looks for marketing packages that offer multi-channel integration.

## Needs and Goals:

* **Needs**: Sarah needs a trusted marketing partner who can support both her digital and offline strategies, including print publications and events. She also values platforms that offer performance data to demonstrate ROI.
* **Goals**: Enhance the company's brand visibility in the Australian market while aligning campaigns with global initiatives.

## Pain Points:

* The challenge of balancing local marketing needs with global directives.
* Difficulty in finding a marketing partner that provides both digital and event solutions.
* A lack of detailed reporting on the success of campaigns, leading to uncertainty in investment.

## Preferred Channels of Communication:

* **Regular performance reports** through email.
* **Online webinars** and virtual meetings for product demonstrations and strategy sessions.
* **Social media updates** on industry news and best practices.

# Persona 3: Mark, the Expat CEO

## Demographic Information:

* **Age**: 45-55
* **Gender**: Male
* **Income**: £200,000+ annually
* **Education**: MBA or equivalent business education
* **Location**: Lives between Australia and the UK, managing international operations in both regions
* **Industry**: Oversees a multinational energy services company with interests in both the UK and Australian markets

## Psychographic Information:

* **Values**: Places high value on leadership, global expansion, and operational efficiency. Passionate about ensuring his company remains a leader in the energy market, adapting to changes in the industry.
* **Interests**: Interested in international business strategy, investments, and market trends. Active in the energy sector's business community, attending high-profile events and contributing to thought leadership.
* **Lifestyle**: Lives a fast-paced, travel-heavy lifestyle. Balances work and personal life by maintaining a flexible schedule.

## Behavioural Information:

* **Buying Habits**: Prefers solutions that facilitate international growth and streamline operations across multiple regions. Makes high-stakes decisions quickly and expects strong, measurable results.
* **Product Usage**: Uses CRM systems, global event management platforms, and digital communication tools to manage cross-border teams.

## Needs and Goals:

* **Needs**: Mark seeks reliable business partners who understand the global energy market and can offer solutions that work in both the UK and Australia.
* **Goals**: To expand his company’s reach in Australia while maintaining strong relationships in the UK. Wants to maximise his company’s presence at global events.

## Pain Points:

* Navigating different regulatory environments across countries.
* Difficulty finding partners who understand the nuances of operating in multiple markets.
* Time constraints due to frequent travel and managing operations in two regions.

## Preferred Channels of Communication:

* **Direct phone or video calls** with senior-level contacts.
* **Event-based networking opportunities**.
* **High-level executive reports** and concise updates via email.

# Utilising Personas to Tailor Strategies

These personas help OGV Group Australia align its marketing strategies, product offerings, and customer engagement tactics with the specific needs and behaviours of their target audience:

1. **David the Energy Sector Entrepreneur** requires a high-touch, strategic relationship. OGV should focus on personal outreach and position itself as a proven solution in the energy market through case studies and tailored service proposals.
2. **Sarah the Marketing Manager** needs an integrated solution that can streamline both her digital and offline marketing efforts. OGV should highlight its ability to provide multi-channel marketing with performance reporting that demonstrates ROI, aligning with both local and global strategies.
3. **Mark the Expat CEO** looks for global, scalable solutions. OGV should present itself as a reliable partner capable of managing international operations while providing the flexibility to cater to local market nuances.

By focusing on these detailed personas, OGV can develop more targeted marketing campaigns, customise its product offerings, and improve client retention through tailored customer service. This approach will ultimately help the company build stronger relationships with its key customer segments and scale its operations effectively across both the Australian and UK markets.