

Research on profiles from Facebook and link din

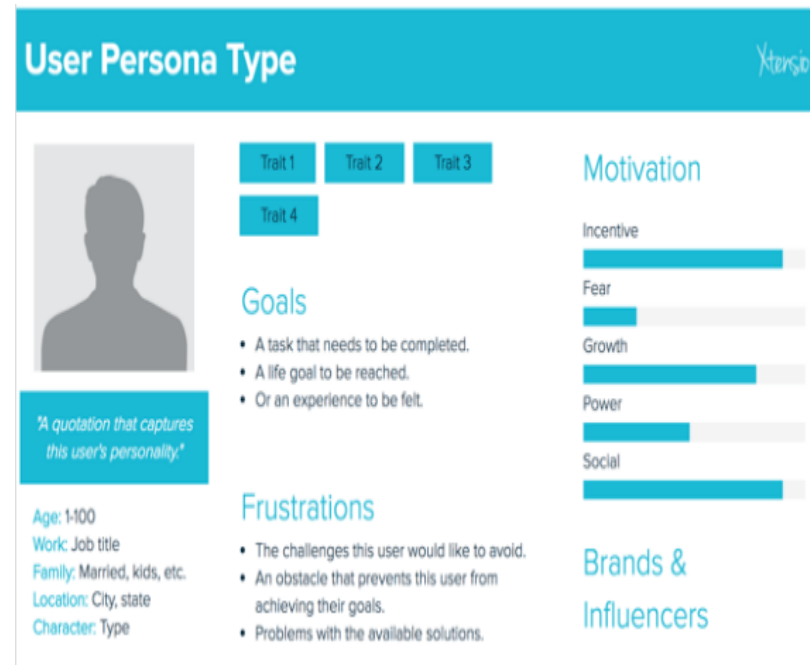
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Buyer Persona analysis

This is where the buyer persona is helpful. Creating a buyer persona for our business will help identify the ideal type of customer so we can produce effective content to sell our products, instead of blindly creating blog posts and videos hoping someone will buy from seller.

Main Elements of a Buyer Persona

Creating a buyer persona is similar to creating a Facebook profile. When we create a buyer persona profile, we include every little detail about our best buyer their location, age, gender, employment, the company they work for, marital status, interests, their shopping habits, and more.



The image shows a template for a 'User Persona Type' form. It features a blue header with the title 'User Persona Type' and the 'Xtensio' logo. Below the header, there is a grey silhouette of a person. To the right of the silhouette are four blue boxes labeled 'Trait 1', 'Trait 2', 'Trait 3', and 'Trait 4'. Below the silhouette is a blue box containing the text: 'A quotation that captures this user's personality*'. Below this box are labels for 'Age: 1-100', 'Work: Job title', 'Family: Married, kids, etc.', 'Location: City, state', and 'Character: Type'. To the right of the silhouette and traits are three sections: 'Goals' with a list of three bullet points, 'Frustrations' with a list of three bullet points, and 'Motivation' with five horizontal bars labeled 'Incentive', 'Fear', 'Growth', 'Power', and 'Social'. At the bottom right is a section labeled 'Brands & Influencers'.

User Persona Type

Trait 1 Trait 2 Trait 3 Trait 4

A quotation that captures this user's personality*

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Every buyer persona should include these four sections

- **Personal Background Info:** includes details such as job, family, age, income, and gender
- **What They Want:** includes their goals, kinds of challenges they're facing, and what we can do to provide solutions
- **Why They Buy Your Product:** lists reasons this person would buy our product, which specific problem it solves, and what holds them back from buying
- **Best Way to Reach:** describes the most convenient way to reach this customer and how we would explain our solution
- we're probably wondering how we can find such specific details to create a buyer persona. Well, Facebook has already done that job for us.
- When creating a profile on Facebook, people share all of these bits of information with the entire world. Through its advertising platform, Facebook gives all types of businesses access to this user information, which we can use to effectively target our audiences with advertise campaigns.
- Before we begin, make sure that we're using Facebook Audience Insights.

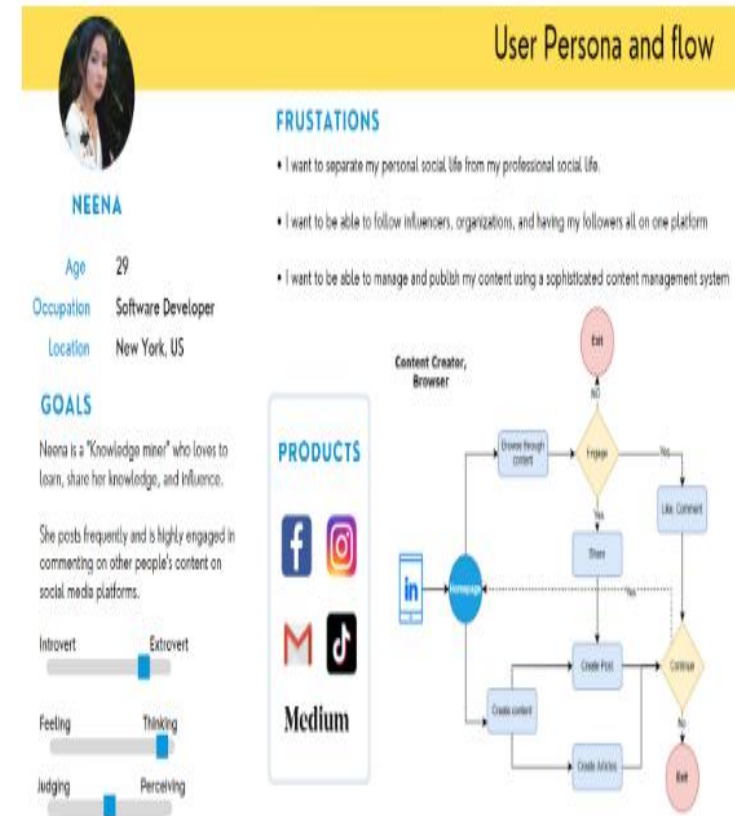
About LinkedIn

- LinkedIn is a professional social network that provides business and employment-oriented online services through mobile apps and websites.
- LinkedIn's business depends on the revenue streams from membership subscriptions, advertising sales, and recruitment solutions.
- *Company Vision — Create economic opportunity for every member of the global workforce*
- *Company Mission — Connect the world's professionals to make them more productive and successful.*
- Looking at these stats, it doesn't take a genius to conclude whether we're looking for work, looking for staff, or simply trying to expand our professional network, LinkedIn is the place to be.
- With an ever-increasing number of users, organizations, and institutions, a variety of individuals choose LinkedIn as their preferred choice for the services it provides.

LinkedIn product analysis, user personas, workflows, minimum valuable product.

- which the participants are required to choose a product and complete the following tasks:
- Identify the various features and user workflow.
- Who are the users of this product?
- Identify the underserved pain points of these users.
- Why do you think these pain points are not solved yet?
- What is the business market size of this product?
- Create user persona for identified users
- If you were to launch this product again as a product manager, what minimum valuable product features you would keep validating your idea.
- Do research or talk to at least 3 people in your network to understand the underserved pain points of users.

- *LinkedIn has been a great source of all the knowledge hunting we are always after. we chooses LinkedIn over other social media apps for our professional content.*
- **Feature: Content creation and engagement**
- LinkedIn's content creation abilities viz. post and articles creation enable the users like some one to express themselves in the professional world. We can create content and engage with others' content through like, share, and comment features. These features enable our to maintain and grow our personal brand. Some one also follows organizations and influencers on LinkedIn and consistently indulges in reading and sharing their posts, initiatives and updates. Occasional nudges in the form of notifications empower some one to stay on top of industry developments and news.
- **Feature: Profile (individual and organization)**
- We are conscious of our digital identity and personal brand! This is a feature that LinkedIn has really nailed over the years. From education and work experience, LinkedIn lets users document and manage certifications, skills, projects, and much more. Data-rich elements like Summary, Title, Bio, and experience help the platform become one of the most frequently used in its space by employees, employers, and influencers alike to find and get found. Similarly, organizations can also create their pages.



THANK YOU