

How companies use digital marketing to build their brands

Create a digital marketing and e-commerce strategy

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Video: The elements of a digital marketing strategy
4 min
- Ⓜ

Reading: Find your audience and understand your customers
10 min
- ▶

Video: Define your marketing goals
4 min
- Ⓜ

Practice Quiz: The difference between business and marketing goals
4 questions
- Ⓜ

Reading: How to set SMART goals
10 min
- Ⓜ

Practice Quiz: Test your knowledge: Create a digital marketing and e-commerce strategy
5 questions

Reach customers online

Engage customers through social media and email marketing

Review: Digital marketing and e-commerce strategy

Find your audience and understand your customers

In this reading, you will learn about creating customer personas to reach your intended audience. By analyzing certain customer data points, you will be able to determine the type of content your audience engages with.

Why is it important to know your audience?

When you identify your audience, you can create digital marketing campaigns that interest and engage them. This can lead to brand growth and increased awareness.

Knowing your audience involves learning details about their lives, such as their geographic location, interests, online activities, and preferences. It’s important to understand what content your audience likes and how they like to consume it. For example, do they enjoy receiving humorous content via email? Maybe they like to be introduced to new products via social media ads. Perhaps they are more likely to engage with an ad if they see it while they’re on a website they frequently visit. There is a lot to consider when you are thinking about your audience, but start by learning who they are.

Who is your audience?

Understanding customer personas

Customer personas represent a group of similar people in a desirable audience. They are profiles of your likely customers, based on data and research. Creating customer personas can help a company figure out how to reach people at the right time and with the right message, offer, or products. Personas allow you to focus your time and energy on prospective leads that may actually turn into customers, rather than random people who may not have any interest in your company at all.

There are a few ways to create customer personas. Marketing automation tools like HubSpot, Xtensio, and Up Close & Persona have persona generators built in. However, if you prefer to create your own, you will need to conduct some research.

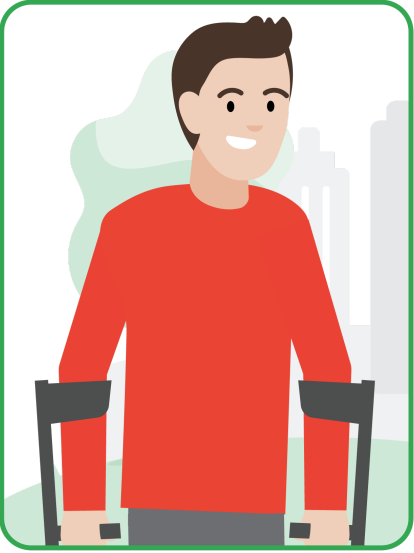
Asking the right questions

Using surveys, interviews, and/or data that already exists in your automation tools, you can find the information needed to create your personas. That information will most likely be demographics like gender, age, geographical location, income, education, and job type.

If you collect this information through surveys or interviews, it’s important you ask questions based on your business’ goals. Sometimes, it’s as simple as finding out your customers’ personality traits, hobbies, and which social media platforms they use to engage with brands.

Gabriel Mesa

Customer Persona



Demographics

Age/ Income/ Location/ Gender Identity

• Your text here

• Your text here

• Your text here

• Your text here

Identifiers

Communication preferences/ Social media platforms

• Your text here

• Your text here

• Your text here

• Your text here

Background

Job/ Career Path/ Family/ Lifestyle

• Your text here

• Your text here

• Your text here

Challenges

What does this person struggle with in relation to meeting goals?
What serves as a roadblock for this person's success?

• Your text here

• Your text here

What can we do?

...to help our persona achieve their goals
...to help our persona overcome their challenges

• Your text here

• Your text here

• Your text here

Goals

Primary/ secondary goals
Personal vs professional goals
Role-related vs company goals

• Your text here

• Your text here

Note: Your customer personas may not look exactly like this. They may be more or less detailed or include different information. It’s all about what is right for your company. You will get more in-depth instructions on how to create customer personas in a later reading.

Key takeaways

Customer personas represent a group of similar people in a desirable audience. They:

- help a company figure out how to reach people at the right time and with the right message, offer, or products
- allow you to focus your time and energy on prospective leads that may actually turn into customers
- can be created manually or using automated tools

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