# Adam

## Job Title

**Marketing Analyst**

## Age

**25 to 34 years**

## Highest Level of Education

**Doctorate (e.g. PhD, EdD)**

## Social Networks

## Industry

**Beauty Brand**

## Organization Size

**100-500 employees**

## Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Social Media
- Face-To-face

## Tools They Need to Do Their Job

1. Marketing analytics software.
2. Data visualization tools.
3. Spreadsheet software.
4. Social media analytics tools.
5. Customer relationship management (CRM) software.
6. Email marketing software.
7. Web analytics tools.

## Job Responsibilities

1. Analyzing marketing data: responsible for collecting and analyzing data related to marketing campaigns, such as customer demographics, sales figures, and conversion rates. Use this data to create reports and make recommendations for future marketing strategies.
2. Identifying trends: identify trends in consumer behavior and use this information to develop marketing strategies that will appeal to specific target audiences.
3. Evaluating marketing campaigns: evaluating the effectiveness of marketing campaigns and making recommendations for improvements.
4. Creating marketing plans: creating marketing plans and developing budgets for marketing campaigns.

## Their Job Is Measured By

1. Understand the customer's requirements and provide them with the relevant information and insights related to the population data.
2. Provide customers with access to the population information system, and assist them with any queries or technical issues they may encounter while using the system.
3. Work with the development team to identify and prioritize new features and improvements for the system that would help increase its usability and value to customers.
4. Create training materials and user manuals for the system to help users understand how to use the system effectively.

## Goals or Objectives

1. Increasing Conversion Rates: analyze and optimize marketing campaigns to increase conversion rates.
2. Improving ROI: identify and focus on the marketing channels that have the highest return on investment (ROI) to maximize the company's marketing budget.
3. Enhancing Customer Engagement: analyzing customer behavior and preferences to develop targeted marketing campaigns that engage customers and improve their experience with the brand.
4. Monitoring Competition: keep an eye on your competitors' marketing activities and develop strategies to stay ahead of the competition.
5. Enhancing Brand Awareness: develop marketing campaigns that increase brand awareness and establish the company as a thought leader in the industry.

## They Gain Information By

1. Conducting market research: gather information about your target audience, their needs, preferences, and behaviors by conducting market research. This can be done through surveys, focus groups, or online research.

2. Analyzing data: analyze data from various sources such as sales reports, customer data, and website analytics to gain insights into customer behavior, market trends, and campaign performance.

3. Monitoring industry news: Stay up-to-date with the latest news and trends in your industry by following relevant publications, blogs, and social media accounts.

4. Attending industry events: Attend conferences, seminars, and networking events to connect with industry experts, learn about new technologies and marketing strategies, and gain insights into emerging trends.

5. Collaborating with colleagues: Work closely with other members of the marketing team, sales team, or other departments to gain insights into customer behavior, market trends, and campaign performance.

## Biggest Challenges

1. Data Management: work with large volumes of data, which can be complex and challenging to manage.
2. Interpretation of Data: This requires critical thinking and the ability to identify patterns and insights that can help inform marketing decisions.
3. Keeping up with New Trends and Technologies: Keeping up with these changes and understanding how they can impact your marketing strategies can be challenging.
4. Budget Constraints:  work with limited resources, and finding ways to optimize your marketing spend while achieving your goals .
5. Meeting Deadlines:  work on tight deadlines.
6. Communication: work with other departments or teams, such as sales or creative, and communicating your findings and recommendations in a clear and concise manner can be challenging.

**Needs and expectations**

1. Access to reliable and accurate data:  access to reliable and accurate data on consumer behavior, market trends, and competitor activity.
2. User-friendly tools and technology: access to user-friendly tools and technology to help you analyze and interpret data, create reports, and communicate insights to stakeholders.
3. Collaborative work environment: work closely with other teams within the organization, such as marketing and sales.
4. Continuous learning and development: need of opportunities for continuous learning and development to keep up with the latest trends and best practices.

## Anxieties and motivations

Anxieties:

1. Missing important data or insights that could lead to poor decision-making.
2. Not meeting the expectations or demands of your clients or superiors.
3. Not being able to keep up with the rapidly changing marketing trends and technologies.
4. Dealing with data security and privacy concerns.
5. Failing to communicate your findings effectively to the rest of the team or stakeholders.

Motivations:

1. Helping businesses grow and succeed through effective marketing strategies.
2. Finding innovative solutions to complex marketing problems.
3. Making data-driven decisions and improving ROI for clients.
4. Learning and expanding your knowledge and skills in marketing analysis.
5. Collaborating with other professionals in the marketing industry to achieve common goals.

## Scenario

Adam works for a global beauty brand, he was tasked with analyzing the performance of his latest digital advertising campaign. He have access to the company's database and want to quickly identify the countries where the brand has the largest potential audience. He used the system to generate a report of all countries in the world sorted by population from largest to smallest. He quickly identified the top 10 countries by population and use this information to prioritize his advertising efforts. He also recommends allocating a larger portion of the campaign budget towards targeting audiences in those top 10 countries.

## User Story

This user story is focused on providing a feature for the user to easily view a sorted list of all countries in the world based on their populations, in descending or ascending order. This feature will allow the user to quickly identify which countries have the largest populations without having to go through the entire list manually.

For instance, if the user is interested in knowing the top 20 most populated countries in the world, they can simply access the system and view the sorted list without the need for any manual sorting or filtering. This saves the user valuable time and effort and allows them to easily access the information they need.