Mapping the buyer's mind:

Crafting personas for targeted marketing success

Case: Rexspecs.com

Eye Protection for Dogs

Rex Specs were developed to provide dogs with essential eye protection. The company is actively searching for its niche in the market and is focused on building prospective collaborations.

The Challenge: Discovering the Persona

By exploring a Persona, this company can better understand and identify their **target audience**. This information will help them tailor better products and successful marketing strategies to effectively reach and engage their ideal customers.

Let's see how we can Build a persona for them!

THE PLAN

- Let's explore their market traffic and competition in **Market Explorer**

- Benchmark them against competitors and find collaboration opportunities, see from where they receive traffic from in **Traffic Analytics**

- See their biggest market players' target audience in **Display Advertising**

- Use all the info above **in ChatGPT** to build a prompt for an image builder such as **OpenArt**

- Use all the info above + **One2Target** + **OpenArt** to create the persona

Use Market Explorer to get insights on global market situation

Market Summary

rexspecs.com | 🌐 United States | Feb 2024 vs. Jan 2024

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Market Consolidation

A moderately-low level of consolidation within the market.

Low — High

Key Players	Market Share
tacklewarehouse.com	55.82 %
smithoptics.com	20.11 %
shopglade.com	6.3 %

Market Domains
37 /64

Market Traffic
3.6M ↑12.85%

Market Traffic Cost
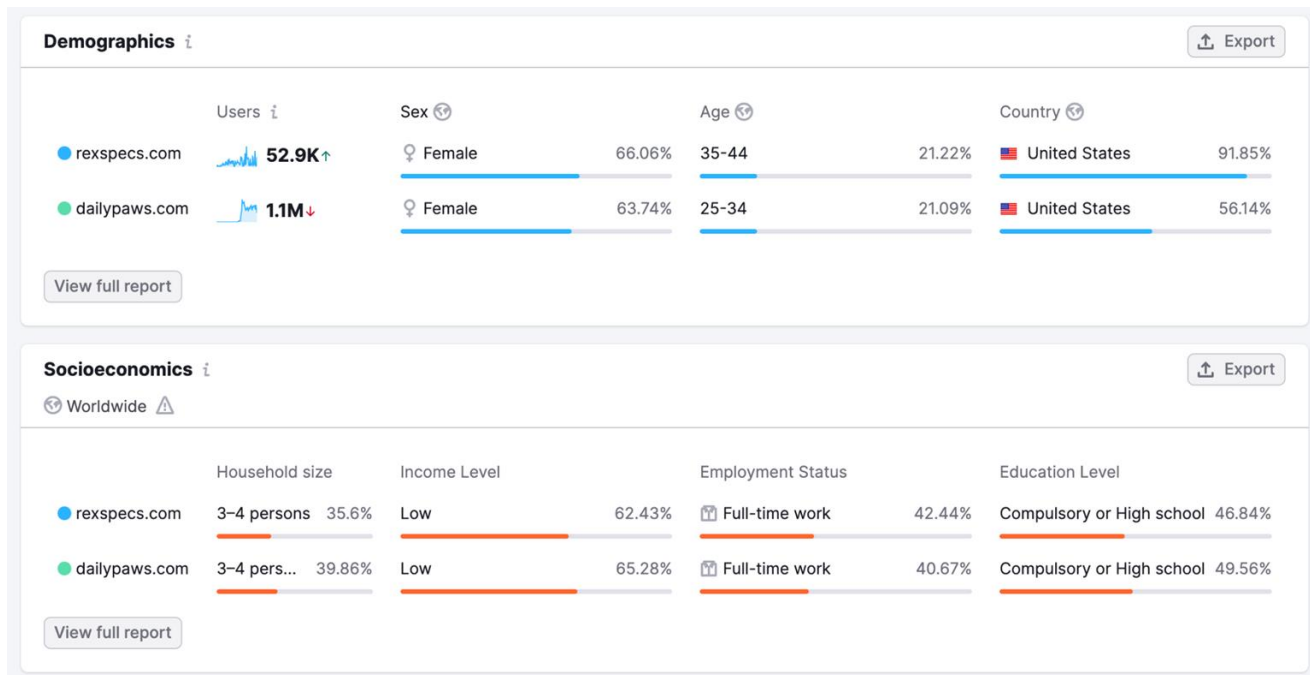$1.6M ↓12.04%

Market Size
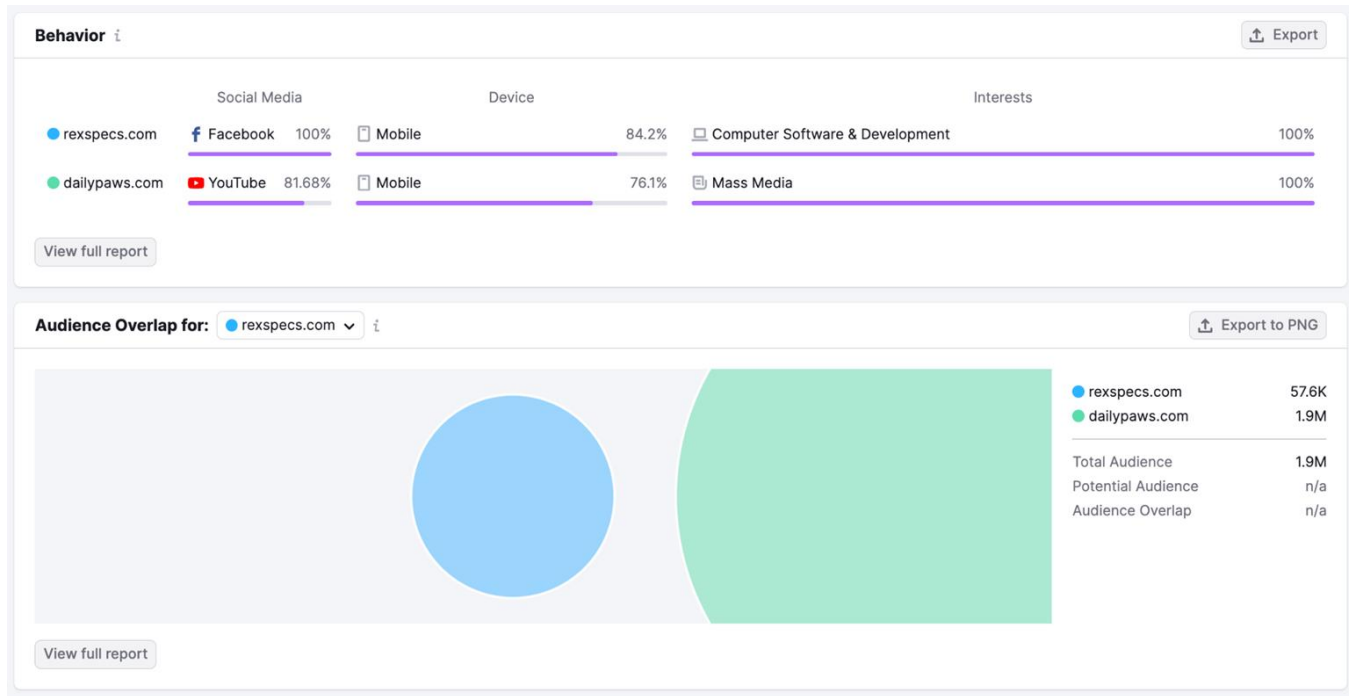
● Total Addressable Market (TAM)
44.7M

● Serviceable Available Market (SAM)
5.2M 11.62% of TAM

Use Traffic Analytics to discover audience overlap with other market players and find collaboration opportunities

Use Traffic Analytics to discover audience overlap with other market players and find collaboration opportunities

Behavior *i*   ⬆ Export

	Social Media		Device		Interests	
● rexspecs.com	f Facebook	100%	📱 Mobile	84.2%	🖥 Computer Software & Development	100%
● dailypaws.com	▶ YouTube	81.68%	📱 Mobile	76.1%	🗐 Mass Media	100%

View full report

Audience Overlap for: ● rexspecs.com ⌄ *i*   ⬆ Export to PNG

● rexspecs.com	57.6K
● dailypaws.com	1.9M
Total Audience	1.9M
Potential Audience	n/a
Audience Overlap	n/a

View full report

Analyze the biggest market players' target audience in Display Advertising

Audience Targeting: Gender *i*
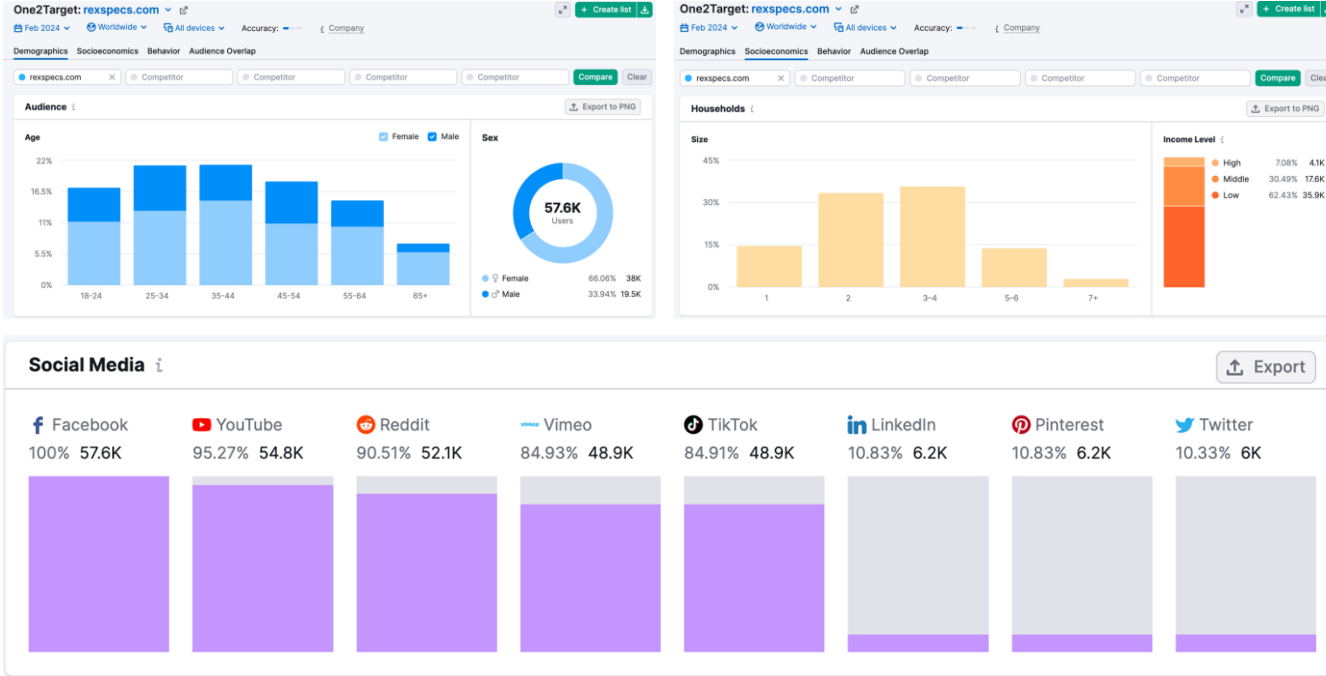

- Male 41%
- Female 59%

Audience Targeting: Age *i*

- 18-24 14%
- 25-34 27%
- 35-44 21%
- 45-54 16%
- 55-64 13%
- 65+   9%

Top Audience Interests *i*

Interest	Percentage *i*
Shoppers	45%
Lifestyles & Hobbies	44%
Media & Entertainment	42%
News & Politics	21%
Technology	20%

More details

Use One2Target to get all the Demographic, Socioeconomic and behavioral information

Let's create a Prompt based on all the above information on ChatGPT for an AI Image Tool

ChatGPT

Prompt: Based on the provided data, create a buyer persona for a postgraduate individual residing predominantly in the United States or Canada, who likely accessed the information through a mobile device. This persona should reflect a preference for educational content, given the significant proportion of users with university or college education (41.96%), and a moderate engagement with compulsory or high school education content (46.84%). The persona should also consider the age range and interests commonly associated with postgraduate education, as well as the digital behavior indicated by the majority mobile usage (77.33%).

THE RESULT
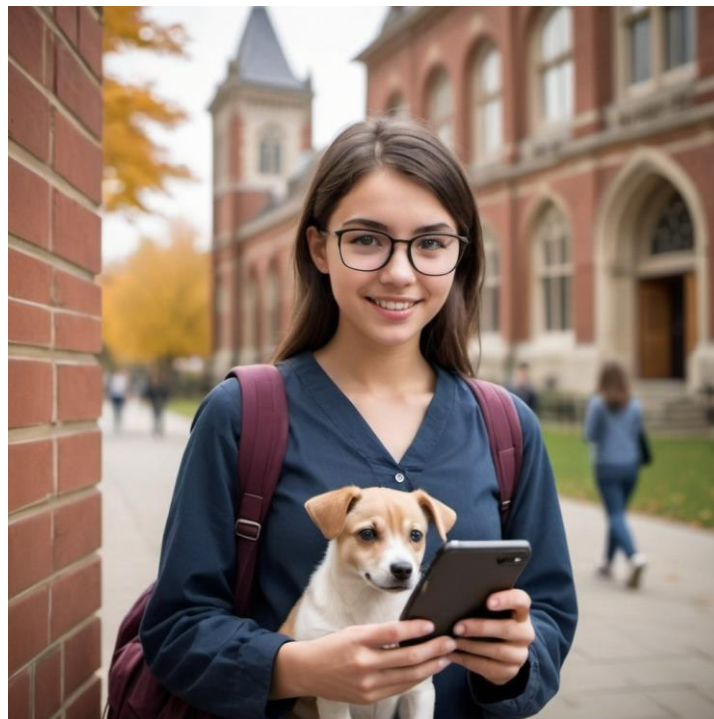
Mapping the buyer's mind:
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1
Learn and define your personas

2
Explore your personas' goals and challenges

3
Craft marketing content to help your personas achieve their goals

PERSONA

A persona embodies an **ideal customer** for your business.

Personas answer the question, **"Who are we designing for?"** and they help to align strategy and goals to specific user groups

A persona is a user archetype you can use to help **guide decisions** about product features, navigation, interactions, and even visual design.

–Kim Goodwin

YOU ≠ YOUR USER

Your customers are not all the same.

Urban millennials self-identify very differently...

...than suburban baby-boomers.

But,
They may both be your customers.

Step 1: Learn & Define Your Personas

Start by **talking** to them.

Gather info on your ideal customers:

- **interview** them
- **call** them
- use **surveys**

Learn who they are.

Job Title
Household Income
Hobbies and passions
Movies/TV shows
Content the consume

me? the little man?

Define your personas as a **hypothesis** or <u>real people.</u>

Try to find a distinction to segment your users and personify your ideas as a hypothetical person

Focus on **2 or 3 personas**

Marketer Mary
- Single mother
- Lives in NYC
- Account Manager at a marketing agency ($70k)
- Binge watches HGTV and Breaking Bad

Developer Daniel
- Newlywed & dog lover
- Lives in a studio in SF
- Full stack developer ($100k)
- Obsessed with the latest on Product Hunt
- Game of Thrones junkie

Thinking of your customers as **real people** helps you get **inside their head** and market to them **better**.

Pro Tips

- Use **Typeform or SurveyMonkey** to survey users.
- If you have access to their **purchase data** on your **CRM**, analyze it for predictive insights and to find your most **profitable personas** to focus on.

Remember…

Persona marketing is an **ongoing process**.

Continue to **test content** against your best customers to what prospective customers will respond positively to.

Step 2: Explore your personas' goals and challenges

Learn about your personas' **pain points**

How are they **measured?**

People measure their success very differently.

For your personas it may be:

- Impressing a client
- Expressing brand identity
- Saving time at home
- Impressing friends

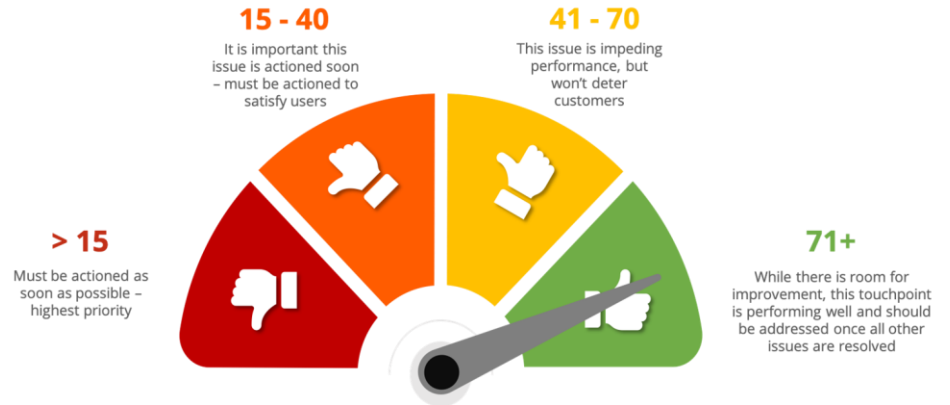Find out and prove that **you can solve their problems** best.

I'VE GOT THE POWER

Pro Tips

Design a scoring system to assess **pain-point severity**

- Establish your own **internal benchmarks** to identify **pain points**.

- Lower scores (under 10) require **immediate action**, while higher scores (over 80) indicate less urgent issues.

- Thresholds will vary by business, but this approach helps **prioritize and address** customer experience challenges effectively.

> 15
Must be actioned as soon as possible – highest priority

15 - 40
It is important this issue is actioned soon – must be actioned to satisfy users

41 - 70
This issue is impeding performance, but won't deter customers

71+
While there is room for improvement, this touchpoint is performing well and should be addressed once all other issues are resolved

Step 3: Craft marketing content your help your personas achieve their goals

Tactic: Learn What Actually Makes Customers Click?

Top Emotional Triggers Featured In Leading E-Tailers' Ads

2021 | US data

amazon.com
- find deals
- free shipping
- fast free
- extended returns
- best sellers

ebay.com
- buy new
- great deals
- almost everything
- top brands
- money back guarantee

walmart.com
- free shipping
- shipping millions
- low prices
- store pickup
- free store

target.com
- day delivery
- ship free
- easy try
- free shop
- shopping easy

homedepot.com
- free store
- free returns
- free delivery
- credit services
- projects ideas

etsy.com
- buy sell
- everyday supplies
- personalized gifts
- shipping available
- secure shopping

bestbuy.com
- curbside pickup
- shop online
- free shipping
- buy online
- one hour

lowes.com
- free delivery
- buy online
- get free
- delivery orders
- online pickup store

kohls.com
- incredible savings
- mobile sale alerts
- hassle free
- free returns
- fast free

cvs.com
- covid testing
- femiclear proven
- cure herpes
- free rx
- savings review

Source: Semrush .Trends

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- **Pharma-related etailers feature health-related CTAs**
  (COVID testing topping the list of most popular trigger words)

- Kohl's often emphasizes its **sale alert service** and **hassle-free online shopping.**

- BestBuy often promises **one-hour delivery**.

- eBay appeals to customers by focusing on its **offering of top brands.**

- Etsy, unlike the rest of the etailers, underlines **secure shopping**.
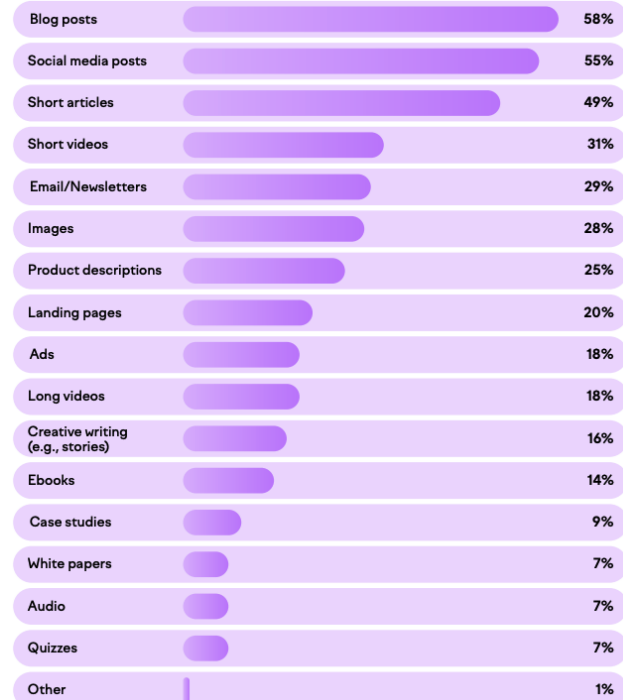
35

Tactic: Analyze how AI is being used to produce Content

Researching content and topic ideas	58%
Rewriting and paraphrasing text	52%
Writing content from scratch	50%
Creating a content marketing strategy	47%
Expanding text—adding more content and ideas	40%
Creating content outlines	39%
Optimizing copy for target keywords	33%
Audience research	30%
Improving the copy's readability	29%
Creating content briefs	27%
Improving the copy's tone of voice	26%
Writing meta tags	23%
Optimizing written content for a specific audience	23%
Creating visual content (images, video)	23%
Avoiding plagiarism	20%
Grouping and clustering keywords	16%
Content localization and translation	9%

Tactic: Learn the type of content Business are making with AI

Content type	Percentage
Blog posts	58%
Social media posts	55%
Short articles	49%
Short videos	31%
Email/Newsletters	29%
Images	28%
Product descriptions	25%
Landing pages	20%
Ads	18%
Long videos	18%
Creative writing (e.g., stories)	16%
Ebooks	14%
Case studies	9%
White papers	7%
Audio	7%
Quizzes	7%
Other	1%

Tactic: Use relevant, authentic photos

Photos are the **game-changer** to create engaging **content for your personas**

And to grab customers' attention, you need to **be relevant** to their world
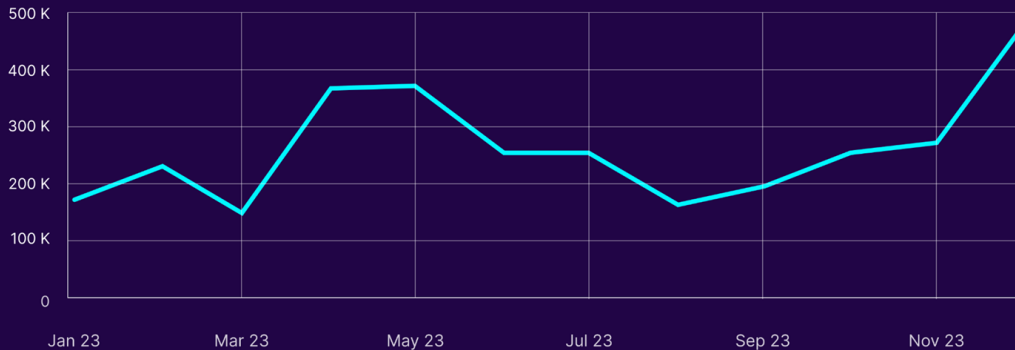
If your customers can instantly connect to the photos you're using in your marketing, the are more likely to check you out an buy.

Authentic Storytelling and Social Good are Good for customers

Traffic to Sustainability and Social Responsibility Pages Among Top Ecommerce Domains
Global, 2023

SEMRUSH

Source: Semrush

Use Authentic Images

Candid, organic images are relatable and are a major driver of engaging marketing content.

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Thank you!

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