

Persona Creation

The foundation of successful marketing is knowing customers



Evolving this base consumer understanding into actions

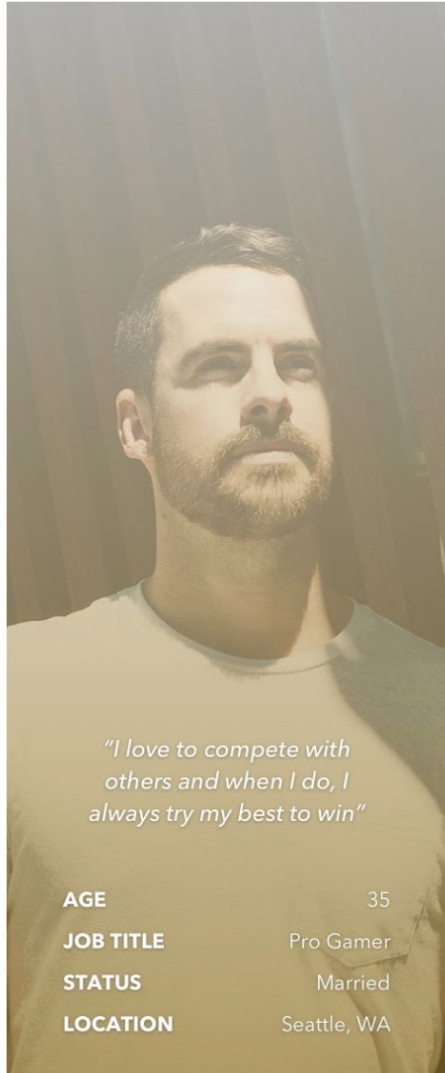
- Businesses use traditional marketing research and layer on digital analytics
- They use personas to target and tailor marketing messaging
- Each business has multiple personas but often identify a primary persona



Why personas?

- Personas are widely used in business
- Businesses need to intimately know consumers to market to them effectively
- The foundation of digital marketing is data
- Personas based on data are a nonintimidating way to get started





"I love to compete with others and when I do, I always try my best to win"

AGE 35

JOB TITLE Pro Gamer

STATUS Married

LOCATION Seattle, WA

#gamelover

#socialanimal

#adrenalinrush

USER PERSONA

John Doe

ABOUT

John is a professional gamer who is passionate about winning in some big competitions that are hosted by big E-sports brands. He has over 10 years of experience of playing games competitively and won almost 20 huge titles. He has a natural talent for desktop game specifically.

GOALS

- Get notified of the local/global competitions for his favorite games
- Find local/online friends who plays the same game so that he could play with them whenever they are free

KNOWN HABITS

- Always look for friends who are online before starting any game
- Usually participate in at least 5 online/offline competitions each month
- Very sensitive to time waste because he doesn't want anyone to beat his current score

PREFERENCES



PAIN POINTS

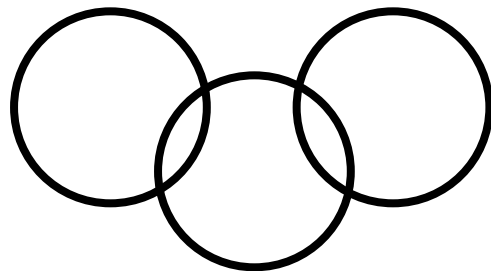
- Competitions are all over the place and there isn't a website that has all the info
- There are multiple ways to call/message game friends and it's hard to keep track of who's on which channel

FAVORITE BRANDS




I need your help with a client

HOUSTON
CLINIC



About Houston Clinic

- Houston Clinic is ranked as a top 5 hospital in the US
 - Patients travel from around the US to their main hospital in Houston to receive treatment for complex neurological and cardiovascular conditions
 - Many consumers reference free health information online from Houston Clinic
 - Houston Clinic would like to use their digital marketing data to better understand consumers who interact with the free health information they post
 - The goal is to intimately know the the primary persona of consumers who interact with their media
 - They will use that persona to enhance content, ads, and marketing in order to be the first choice when a consumer needs to travel for complex care
- 

Key primary persona questions to answer

- How old are they?
- Are they male or female?
- Where do they live?
- What is their level of education?
- What are their interests and hobbies?
- Where do they work?
- Do they have a family?
- What are they passionate about?
- What is their name?



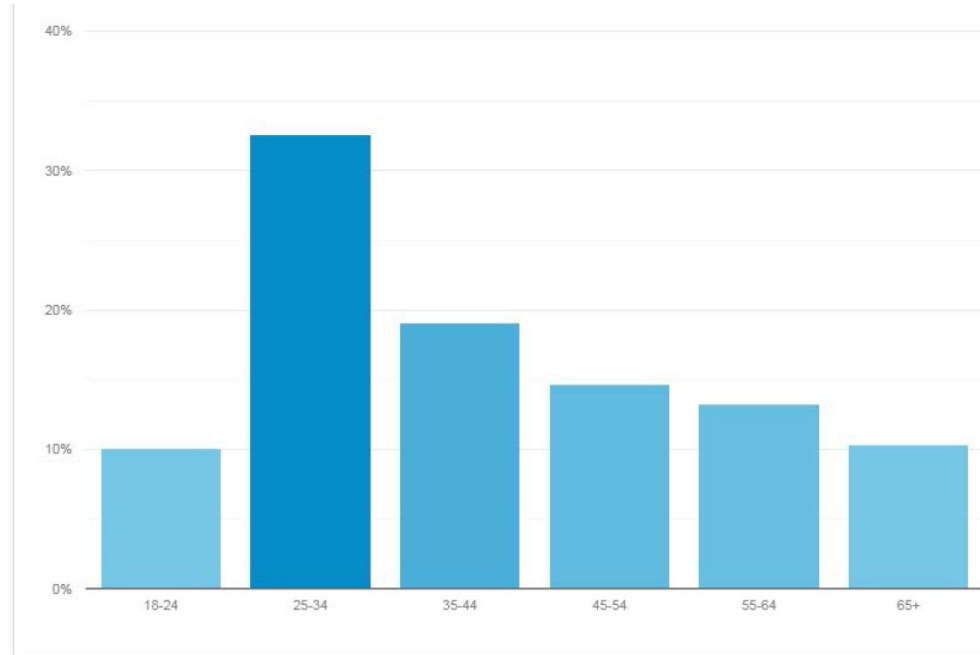
The Data

Collected demographic and psychographic data for activity

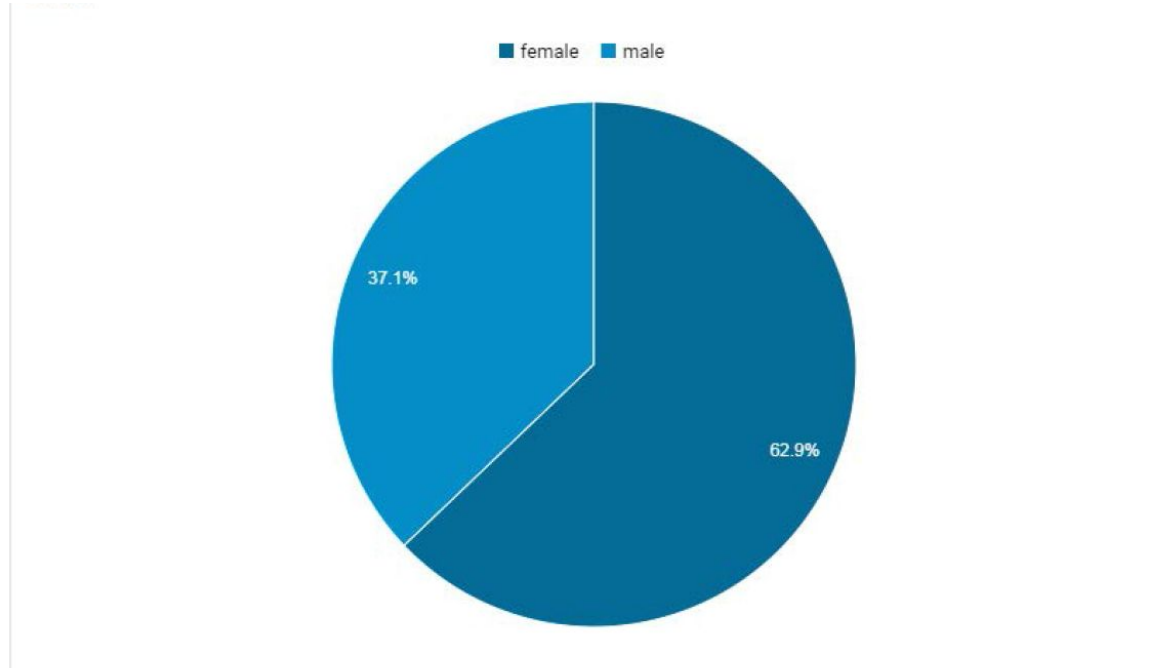
- We have data from their...
 - Facebook Analytics
 - Twitter Analytics
 - Instagram Analytics
 - Google Analytics



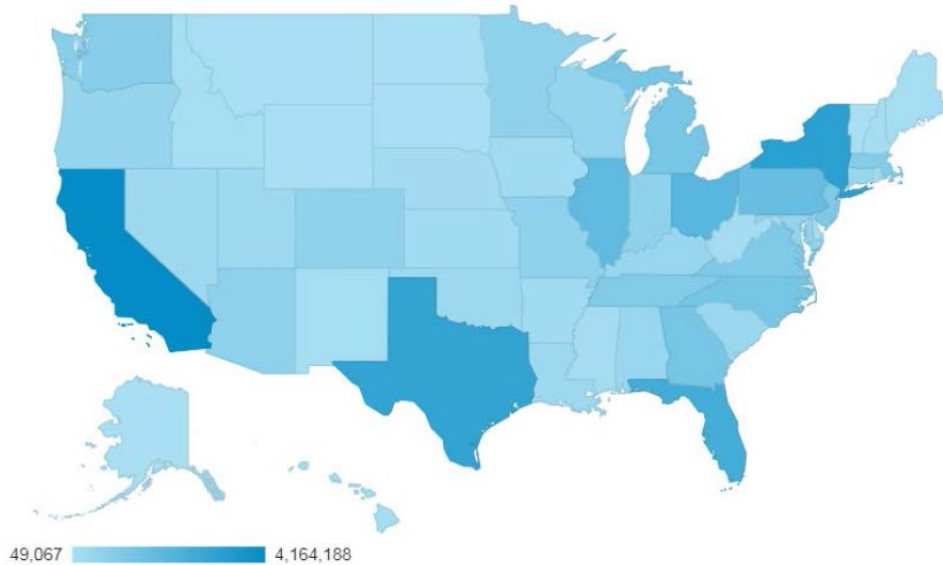
Demographic and psychographic data for activity



Demographic and psychographic data for activity



Demographic and psychographic data for activity



1. California

2. New York

3. Texas

4. Florida

5. Ohio

6. Illinois

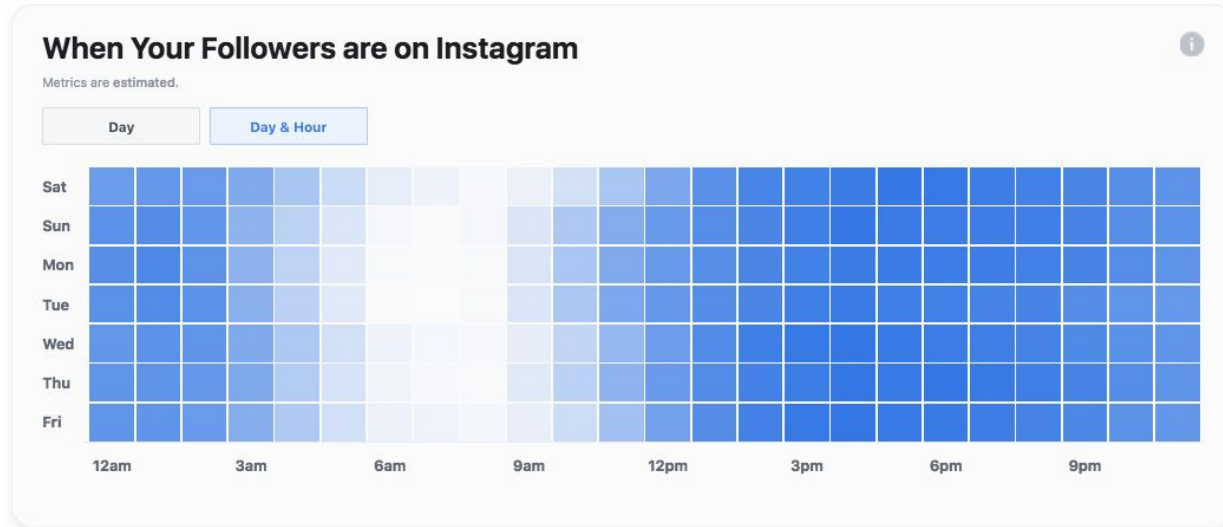
7. Pennsylvania

8. Georgia

9. North Carolina

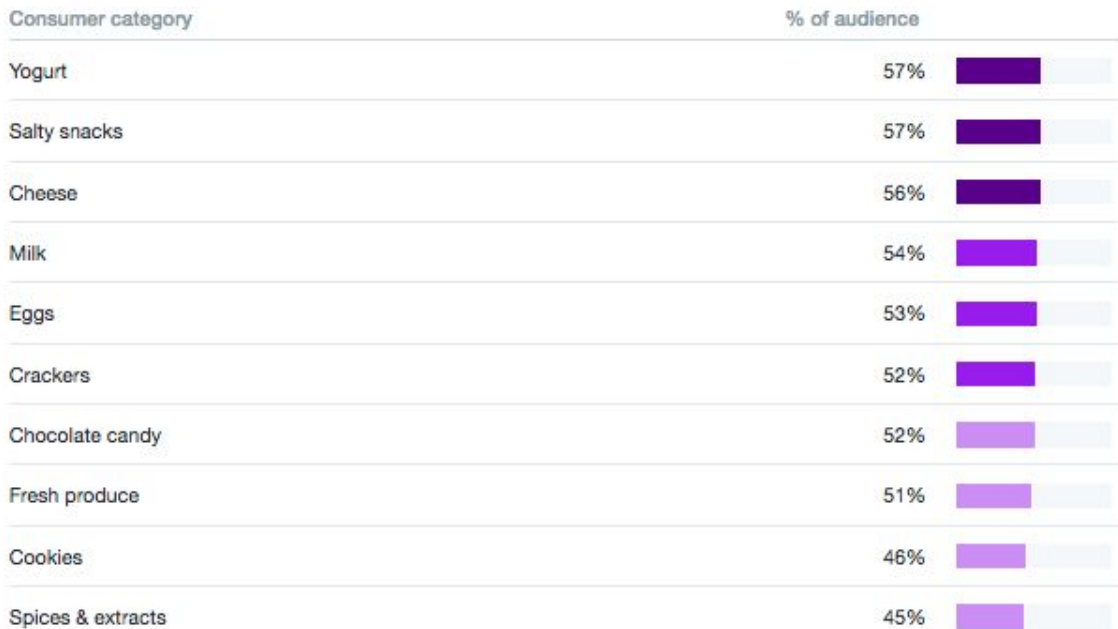
10. Michigan

Demographic and psychographic data for activity



Demographic and psychographic data for activity

Consumer goods purchases



Values based on 12.4% match rate from Twitter partners

The Consensus

The persona consensus



How does this persona enhance future marketing?

