



**marketingcoach.ie**  
marketing consultancy and business coaching

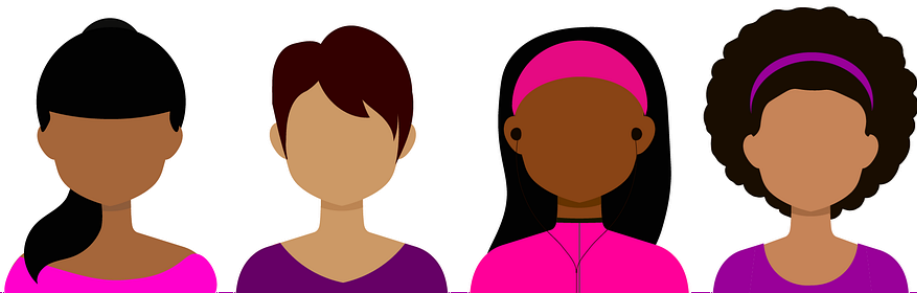
# BRAND PERSONA

# WHAT IS A BRAND PERSONA?

**A semi-fictional representation of your customer based on market research and insight gathered from and about your clients.**

The purpose of having a brand persona is to ensure that your business has

- (a) A clear understanding of who your customer is, their behaviours and interests, what they need or want and their media consumption
- (b) Use this data to create compelling marketing campaigns



## Develop your marketing strategy:

Choose aligned marketing channels

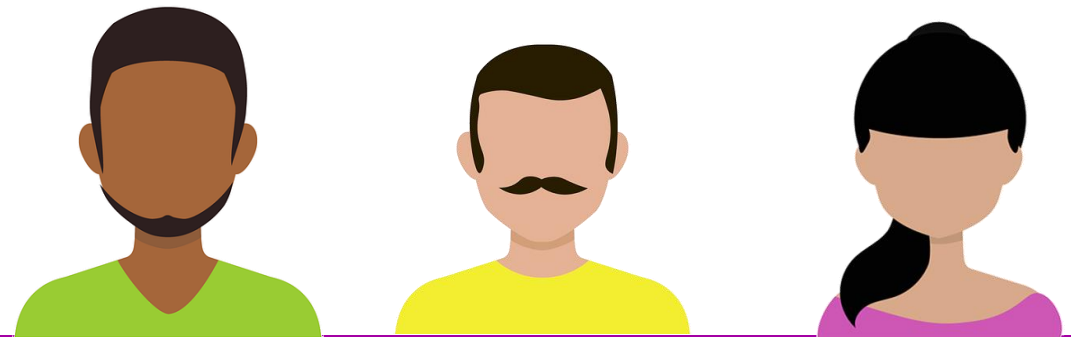
Develop messages that connect with their emotional or functional needs

Segment your contacts by persona and direct bespoke messages to them

Optimise social content and website pages

Attract leads and convert them into customers

# WHAT CAN I DO WITH A BRAND PERSONA?



# How well do you know your customer?

If we do not know our customers well it inhibits how effective we can be in meeting the needs of those customers. We want to know about their lives, their goals, their challenges, their interests. We are interested in their day to day lives and how they interact with products or services like ours.

The strongest brand personas are developed **not** from our imagination or based off ourselves but informed by research. Research includes a combination of primary and secondary research that would include research reports, conducting surveys, expert or customer interviews, focus groups etc.

Brilliant brand personas bring to life in our mind real people and real insights.

# HOW TO RESEARCH BRAND PERSONAS

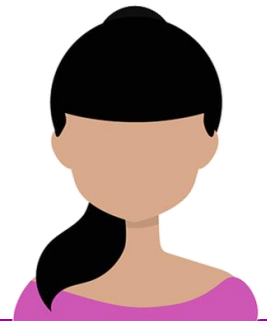
## **Secondary Research:**

Insights and reports garnered from industry bodies or government agencies

## **Primary Research:**

Conducted with both customers and experts on your customers

- Customer Interviews
- Focus Groups
- Surveys
- Website Forms
- Google Analytics
- Expert Interviews e.g. Sales Team / Industry Expert etc.



# Where to start?

## **Existing Customers:**

Ask existing customers to give you feedback

## **Network:**

Reach out to your network and ask them to connect you with your ideal customer for research

## **Social Media:**

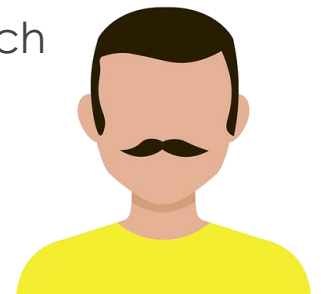
Reach out via social media and ask your connections to connect you to your customers

## **Targeted List:**

Create a list of people you would ideally like to talk to (e.g. experts) and connect with them

## **3<sup>rd</sup> Party Networks**

Connect with networks who host your ideal clients and work out a way with them for you to research with their network



# Top Tips

## **RESEARCH IS NOT THE TIME TO SELL!**

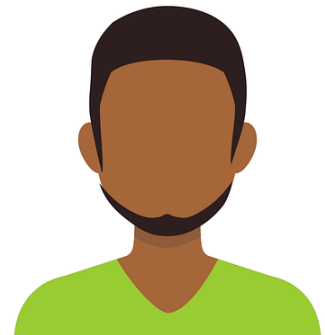
Do not sell while you are doing research. Make it really clear to the person you are interviewing that you are 100% focused on research and will not be trying to sell to them. They will be much more forthcoming with honest feedback which will help you greatly in the long-term marketing of your business to people like them!

## **INCENTIVES**

You don't have to use incentives but it can be useful to give people an added motivation to interact with your research. It could be a chance to win or a direct gift for completing research.

## **MAKE IT EASY FOR THEM (NOT YOU!)**

Be as easy and convenient for the customer as you can. Make the process seamless and on their timeframe.



# QUESTIONS TO ASK

## Demographic Questions

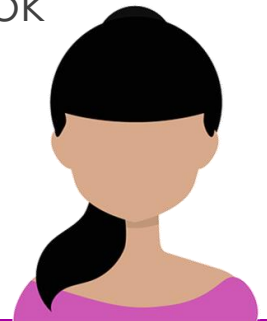
Age, Gender, Geographic Location, Family Status etc.

## Day in the Life Questions

What a typical day or week looks like for them (work/home)  
What tools they use, what their challenges are  
How they search for new information or develop new skills

## Aspirational Goals

What are your goals in life? What does living your best life look like? What would you have etc.





# QUESTIONS TO ASK

## **Behavioural Trends**

Do you use the internet to research vendors or products? If yes, how do you search for information? Describe a recent purchase. Why did you consider a purchase, what was the evaluation process, and how did you decide to purchase that product or service? What do you like spending your money on?

## **Promotion (Marketing Channels)**

What publications, magazines or blogs do you read? What websites do you read online? What associations are you part of? What social networks are you part of? What forums are you part of? Who do you follow online? What events do you go to? (on and offline) What do you listen to? (radio and podcasts)

# QUESTIONS TO ASK

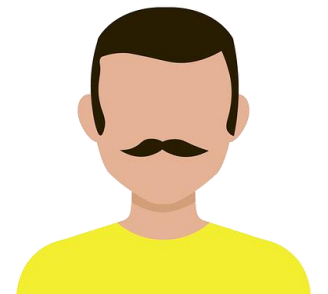
## Message

What was your experience of the product?  
If you were telling someone else about this product what would you say? What would you say the key benefits of this product are? If you were to imagine an ad coming up on your Facebook feed – what messages would make you stop and look at an ad for this product? Who would influence you to buy a product like this?

## Objections

What were the best things about it? What were the worst things about it? (Pros / Cons) What would put you off buying a product or service like this? What would make you choose the competitor / alternative solution over this product?

[Check out our word document with top personal and business questions here](#)



# BRAND PERSONA

NAME



CUSTOMER TYPE

AGE

FAMILY STATUS

SOCIAL NETWORKS

KEY AMBITIONS

KEY CHALLENGES / PAIN POINTS

MARKETING CHANNELS

PURCHASE BEHAVIOURS

KEY MESSAGES

BENEFITS & BARRIERS

#CLARITY

#CREATIVITY

#CONFIDENCE

# THANK YOU

Muireann Fitz

Muireann Fitzmaurice

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