

Batten & Company

Marketing & Sales Consultants

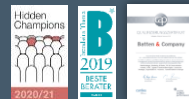


Batten & Company – Data-Driven Personas

How to cultivate your target audience efficiently

Düsseldorf, October 2020

The Marketing & Sales Consultants of BBDO Worldwide



Agenda

1 | Initial situation, challenges and objectives

2 | Suggested approach

3 | Benefits of the approach

4 | Profile Batten & Company

How are you **keeping up with your personas?**

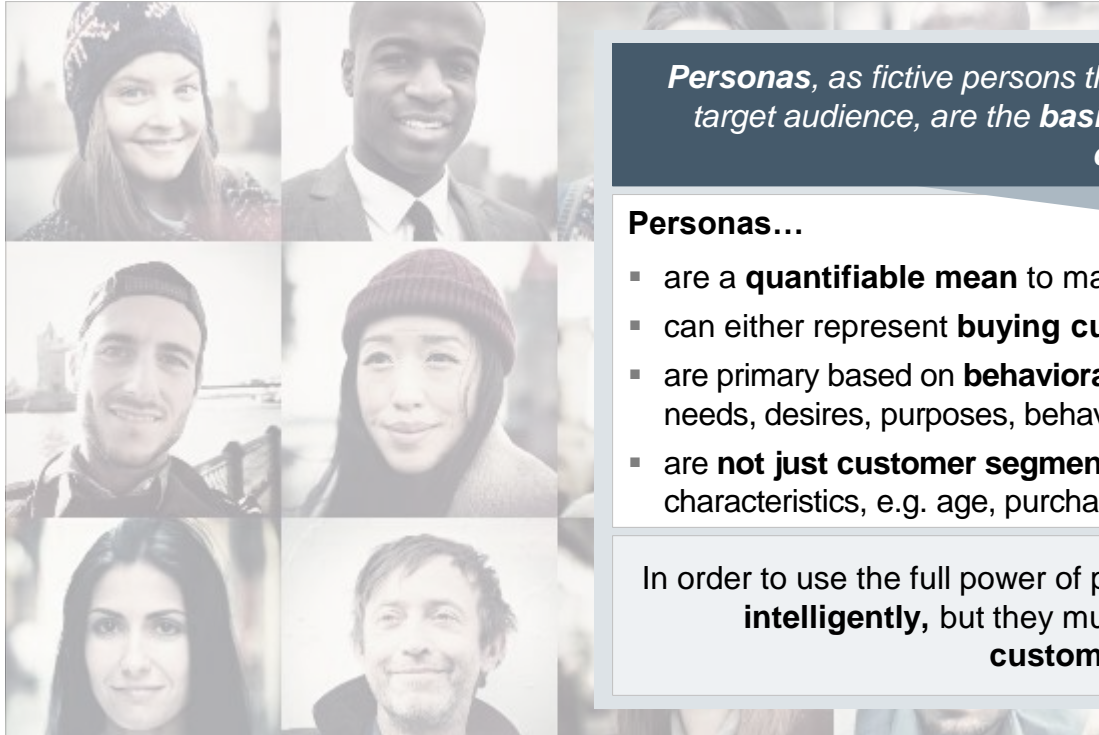


- I. There are **constantly new and digital communication channels**, previous publishing channels are losing importance
- II. In the **flood of content**, online and offline, it is becoming increasingly difficult to stand out; customers are asking for more relevant content
- III. More **extensive, qualitatively improved and highly competing offerings** continuously increase customer expectations

Changes in user behavior require ever-improving customer knowledge to enable relevant, seamless communications across all channels.

Personas are a mean to better understand a company's target audience and align efforts accordingly.

Initial situation



*Personas, as fictive persons that represent different people in the real target audience, are the **basis of almost every customer-centric decision.***

Personas...

- are a **quantifiable mean** to make the target audience **tangible**
- can either represent **buying customers** or **indirect customers**¹⁾
- are primary based on **behavioral and psychological characteristics** (e.g. needs, desires, purposes, behavior)
- are **not just customer segments** (that are based on functional characteristics, e.g. age, purchase volume)

In order to use the full power of personas, they must **not only be defined intelligently**, but they must be **identifiable at the relevant customer touchpoints.**

¹⁾ e.g. influencers, stakeholders, investors, opinion makers

Designing and working with personas has its **challenges**.

Challenges

„Who are my target audience?“

- Personas are often **created based on intuitions and assumptions** with little insight into actual behavior
- A **large number of different Personas** are created in different silos across the company



„Where do I find my target audience?“

- Personas **cannot be identified** at the relevant touchpoints and therefore cannot be targeted
- There is a gap between the defined personas and their actual usage behavior; personas **do not perform the desired action**



„How do I communicate with my target audience?“

- Personas **only give insights of buying customers** and not of further indirect customers, i.e. to not cover the entire target audience
- Personas are **not consistently tracked and enriched** based on the tracking results



The overall **objective** in defining and working with data-driven personas is the sustainable improvement of the customer approach.

Objective



Facilitate a deeper understanding of the target audience, its desires and needs to promote a **more holistic customer view**



Find and track defined personas at relevant touchpoints to **get insights into how personas are reached**



Enrich existing personas based **on actual usage data**, not only offline but also online



Optimize product offers, campaigns or any other content to **target personas across** all offline and online **touchpoints**

Generate personas based on **existing but unused data pools** to offer a basis for **decision-making** in the short term and to exploit the full **potential** of the target audience in the long term

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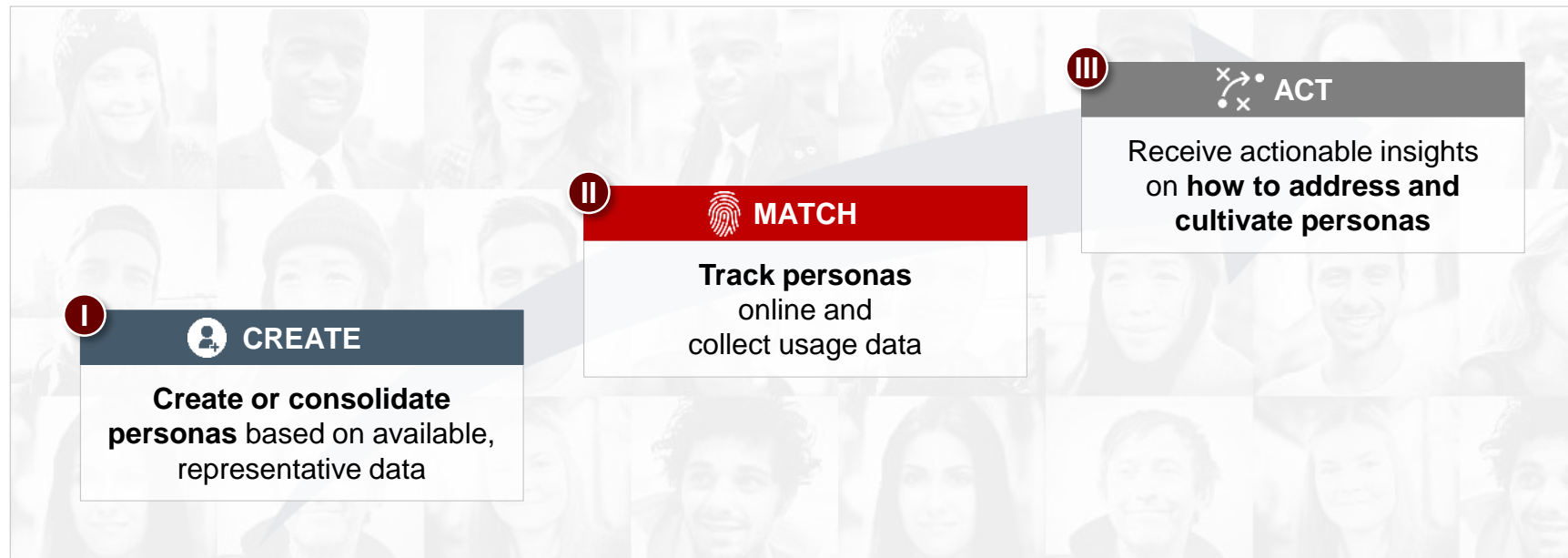
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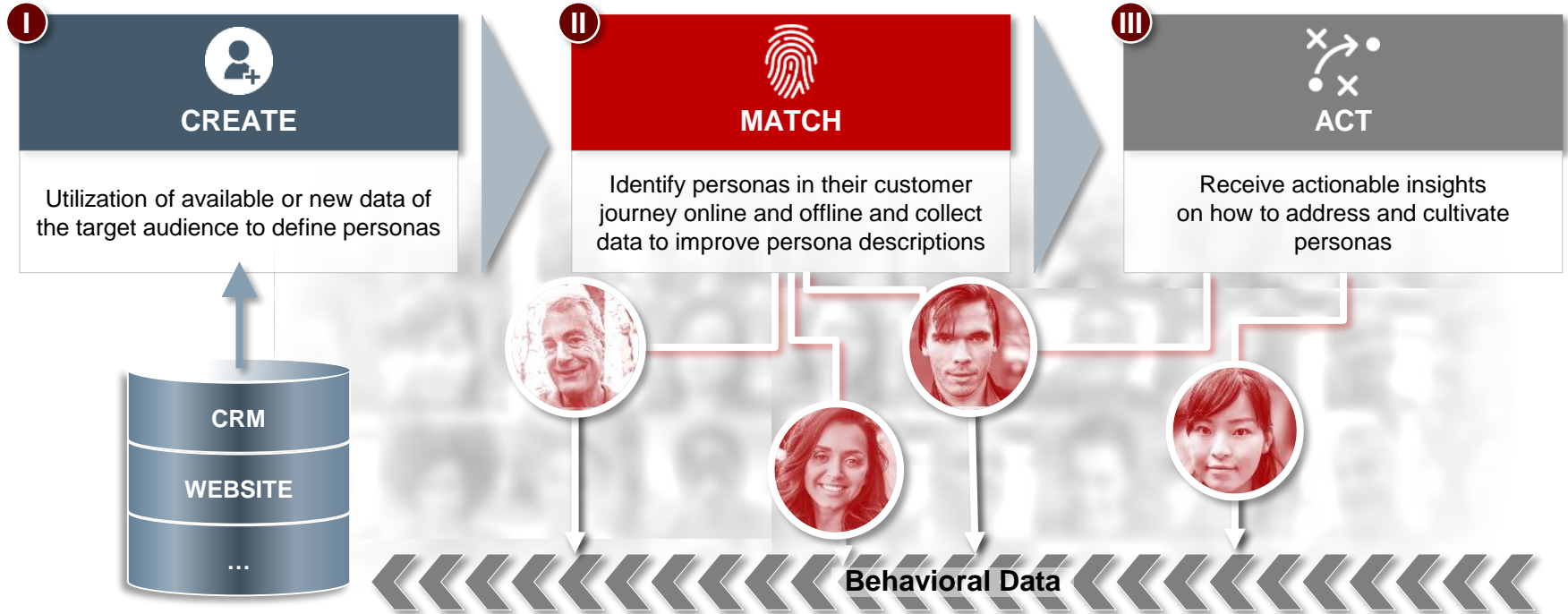
The suggested **approach** to develop and implement data-driven personas consists of three individual project modules.

Approach



Integrated project approach in three phases for the development and implementation of data-driven personas.




The three individual project modules **mutually depend each other** and can be integrated independently or in co-operation.



Holistic online/offline view on Personas and ability not only to **track** buying customers but also **indirect customers** such as influencers and opinion makers.




Full list of **deliverables** and their impact and usage

Deliverables

	Deliverable	Impact and Usage
I  CREATE	<ul style="list-style-type: none">✓ Defined need-based personas✓ Integrated Personas in the CRM	<ul style="list-style-type: none">▪ Clear understanding of the target audience and their journeys▪ Clear understanding of personas' goals, how they are measured and what each persona group is expected to do on each touchpoint
II  MATCH	<ul style="list-style-type: none">✓ Tracking concept✓ Identified personas	<ul style="list-style-type: none">▪ New technology and transformation of processes to continuously track personas in the customer journey▪ Continuous development and improvement of identified personas to derive latest insights
III  ACT	<ul style="list-style-type: none">✓ Defined action plan✓ Frequent reporting	<ul style="list-style-type: none">▪ Clear recommendations on how to improve targeting approach for the different personas (direct and indirect customers)▪ Description of the optimal communication to address the target audience individualized on each touchpoint

Price ranges per project phase

Deliverables

	Deliverable	Impact and Usage
I  CREATE	<ul style="list-style-type: none">✓ Defined need-based personas✓ Integrated in the O... <p>30.000 - 50.000 €</p>	<ul style="list-style-type: none">▪ Clear understanding of the target audience and their journeys▪ Clear understanding of personas' goals, how they are measured and what each persona group is expected to do on each touchpoint
II  MATCH	<ul style="list-style-type: none">✓ Tracking concept✓ Identified personas <p>20.000 - 30.000 €</p>	<ul style="list-style-type: none">▪ New technology and transformation of processes to continuously track personas in the customer journey▪ Continuous development and improvement of identified personas to derive best insights
III  ACT	<ul style="list-style-type: none">✓ Defined action plan✓ Frequency of communication <p>30.000 - 40.000 €</p>	<ul style="list-style-type: none">▪ Clear recommendations on how to improve targeting approach for the different personas (direct and indirect customers)▪ Description of the optimal communication to address the target audience individualized on each touchpoint

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Benefits of the approach.



CUSTOMER CENTRICITY

Working with persona profiles is an important **step towards customer centricity**: Research has shown that **conversion rates** are considerably **higher** when persona profiles were used to personalize content.



INDEPENDENCE OF DATA AND TECHNOLOGY

From customer to technology: Data-driven personas focus on **customers' perspective** and can be implemented **independent of** a company's existing **data structure and technology**.



USABILITY FOR DIGITAL MARKETING

The data-driven persona approach will ensure clear **usability for digital marketing** as the correspondence with **targeting** and **lead capturing criteria** will be given.



ON-BOARD MEANS

Tracking is possible **with on-board means** of Google Analytics & Google Tag Manager (no further tracking tool is required) and is **individually tailored** towards the specific use case (high accuracy of fit).



TARGETING IMPROVEMENT

Addressing personas with an **individually targeted marketing mix** (especially goal setting, product, price, message and instrument selection) improves **customer experience** and increases **efficiency**.

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Who we are:

Batten & Company – *Creating Concepts. Delivering Solutions.*



Focus

Strategic Marketing & Sales
Consultants with core
competencies that match your
specific needs.



Experience

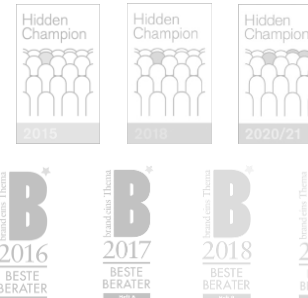
Numerous references across many
industries and companies of varying
sizes – always underlined by our
functional expertise.

Automotive	Digital Services	Financial & Insurance	Health & Consumer



Award

Awarded Hidden Champions and
Best Consultants repeatedly by
independent institutions



Skills

General skill set covering the entire
value chain of Marketing and Sales.



We analyse like **Consultants**



We solve like **Creatives**



We implement like **Colleagues**



We automate like **Digital Experts**

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