
Targeting Your Digital Marketing With Purpose



About Me

- Co-Founder of HookLead
- Over 10 years in marketing
- Lived in Charleston over 10 years
- Have 2 kids
- Living the dream

Challenges

Challenges

- Generic marketing
- Jump into tactics
- Campaigns lack detailed targeting
- Not leveraging research

Target Audience



BUYER PERSONA



Buyer Persona

- Who is your ideal customer?
- Where do they spend time online?
- What are their challenges?



Buyer Persona

- Demographics
- Goals
- Challenges
- Pain Points
- Common Objections
- FAQ
- How to Help



PERSONA PROFILE

STEVE, 47

Who is he?

- CEO of large financial company worth €85 million.
- Has been in this role for ten years.

He is an innovator and isn't afraid to take risks.

- He likes to communicate via email or face-to-face. He is on LinkedIn and Twitter.
- He reads financial and economic publications and attends financial conferences.

How he finds us

- He was referred onto by someone he trusts.
- He comes to the website at the beginning of his buying journey.
- He isn't interested in using the information on the site beyond research.

Pain points

- The size of the service team is very important to him.
- There are five other people involved in the buying decision.
- He wants a competitive price with strong experience.

What he wants to know

- Latest projects
- Expertise
- He is looking for a partner-led approach
- Testimonials
- Awards

What he doesn't want

- He doesn't want to pay large fees. Value for money is important.

Why he buys from us?

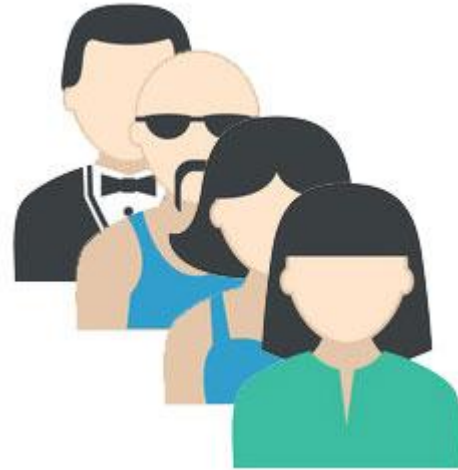
Price and Expertise

SERVICE TEAMS
















BRIGHTSPARK Consulting

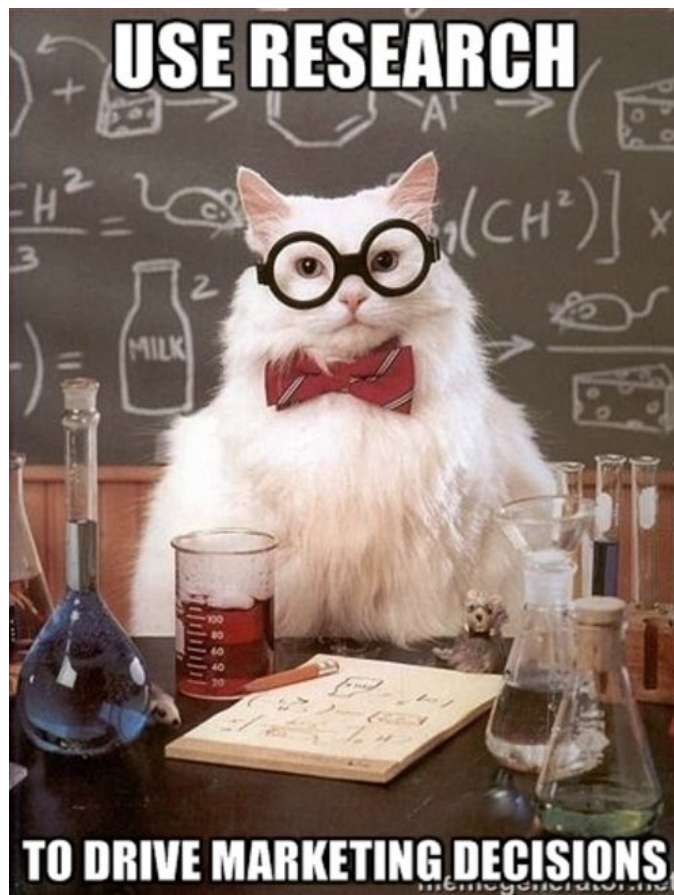
Buyer Persona

- Client interviews
- Prospect interviews
- Company research
- Nielson data
- Google keyword research
- Ubersuggest



Buyer Persona

PRIZM®	P\$YCLE®	ConneXions®	PRIZM®	P\$YCLE®	ConneXions®	PRIZM®	P\$YCLE®	ConneXions®
The most common segments for ZIP Code 55426, Minneapolis, MN are:			The most common segments for ZIP Code 55426, Minneapolis, MN are:			The most common segments for ZIP Code 55426, Minneapolis, MN are:		
39 Domestic Duos			54 City Strivers			41 Antenna Land		
Midscale Mature w/o Kids			Midscale Younger Mostly w/ Kids			Midscale Older Mostly w/o Kids		
19 Home Sweet Home			30 Fiscal Rookies			18 New Technorati		
Upper-Mid Middle Age w/o Kids			Upscale Younger w/o Kids			Upper-Mid Younger w/o Kids		
44 New Beginnings			49 Loan Rangers			31 Plug & Play		
Downscale Middle Age Family Mix			Midscale Younger Mostly w/o Kids			Midscale Middle Age w/o Kids		
30 Suburban Sprawl			36 Paying It Down			30 Techs and the City		
Midscale Older w/o Kids			Upper-Mid Older Family Mix			Lower-Mid Younger w/o Kids		
22 Young Influentials			57 Young Urban Renters			05 You & iTunes		
Midscale Middle Age w/o Kids			Low Income Younger Family Mix			Upper-Mid Younger w/o Kids		



Persona Research

- Drive marketing campaigns
- Website marketing copy
- Content strategy
 - Blog
 - Landing pages
 - Premium content offers
- Email marketing
- Advertising



Messaging

Messaging

- How will the customer FEEL once they take your offer? Will they FEEL smarter or more confident, will they be pain free and FEEL better?
- How will your offer improve their AVERAGE DAY? What mundane task does your offer improve? How does your offer save them time or energy on a day-to-day basis?
- How does the customer's STATUS change once they've consumed your offer? How are you helping elevating their status?
- Use reports or case studies to demonstrate PROOF or RESULTS that the customer could experience with your offer. This can create SOCIAL PROOF.

Messaging

Do this for each persona!

Content Marketing

Content Marketing

- Common triggers/symptoms that may send persona on a search for information
- Educational questions your prospects ask in the buying process (not around your product but around getting help to solve their business problems/goals)?
- Major industry or economic trends affecting your prospects.
- Common misconceptions about your industry?
- FAQ

Content Marketing

Types of Content:

- Text
 - Long or short?
- Images
- Infographics
- Video



Google AdWords & SEO

SEM and SEO

What do they search for when:

- They have a symptom/problem?
- They're researching solutions?
- Comparing options?
- They're ready to buy?



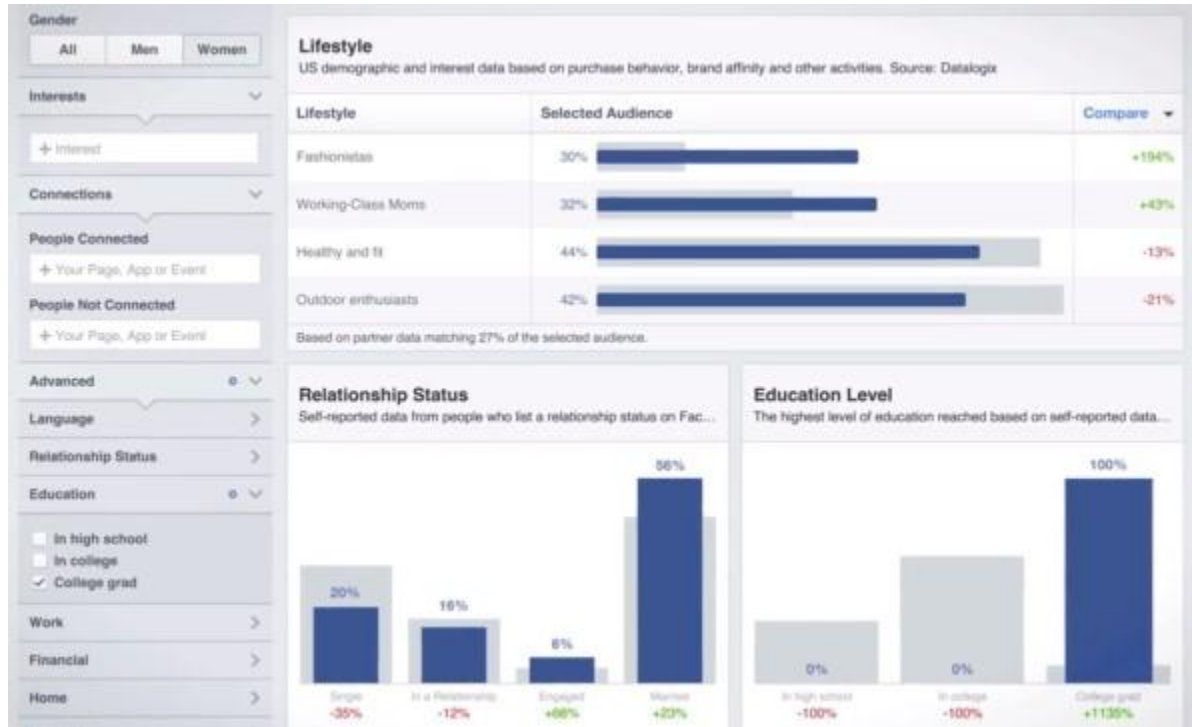
Facebook Ads

Facebook Ads

- Demographics
- Behaviors
- Interests
- Geography
- Time of day
- Messaging
- Type of content
- Call-to-action



Facebook Ads



Facebook Ads



Social Media

Social Media

- Using all networks
- Not leveraging persona research
- Not using audience data to drive social media strategy



Social Media

- Demographics
 - Age
 - Gender
- Type of content
 - Video
 - Text
 - Infographics
 - Memes
 - Images
- Messaging
- Topics
- Time to share



Summary

- Know your audience
- Let persona research drive marketing campaigns
- Build marketing funnels
- Leverage data
- Always test and optimize

Thank you
