

# Customer Persona Part 2

Tailoring Marketing and Products  
to Your Ideal Customer Persona





## *Chevie Edison*

- CEO & Founder of Member Marketplace, Inc.
- Started Member Marketplace after running a handmade products business for several years.
- Set out to develop a solution to help small businesses reach new customers and make a collective impact in their local economy.
- Member Marketplace's tools have supported nearly 4000 small business owners all over the country to tap into the power of collective marketing.



# Overview:

1. Brief recap of Part 1
2. Tailoring product offerings
3. Tailoring marketing strategies
4. Integrating persona insights across your business
5. Q & A
6. Wrap up & preview of Part 3



# Recap from Part 1 in May

- Fictional person that represents your ideal customer
- It's important to understand their demographics, psychographics, pain points, and goals.
- Businesses utilizing persona strategies see improved ROI and customer understanding by targeting an ideal fictional customer.





# Benefits of Defining Customer Personas



1

Enhanced targeting and personalization

2

Improved customer engagement and loyalty

3

More effective marketing strategies

# Next Steps

## Take Action

Use the insights from your market research to guide your business strategies and decisions.



# Tailoring Marketing Strategies

## 1. Personalization in Marketing

- Using persona insights to craft personalized marketing messages
  - Demographic
    - age, gender, children, marital status, income, etc.
  - Interests & Lifestyle
  - Goals & Values
  - Pain Points & Fears

# Tailoring Marketing Strategies

## 2. Creating content that resonates with your ideal customer persona

- Types of content that appeal to different personas
  - videos
  - webpages
  - blogs
  - social media posts
  - email campaigns







# airbnb Ad Personalization



Close Friends



Share



Watch on  YouTube

# airbnb Ad Personalization



Close Friends



Watch later



Share



1. Demographic- age, gender, children, marital status, income, etc.
2. Interests & Lifestyle
3. Goals & Values
4. Pain Points & Fears

Watch on  YouTube





# airbnb Ad Personalization



Girls Trip



Share



Watch on  YouTube



# airbnb Ad Personalization



Girls Trip



Watch later



Share



1. Demographic- age, gender, children, marital status, income, etc.
2. Interests & Lifestyle
3. Goals & Values
4. Pain Points & Fears

Watch on  YouTube



# airbnb Ad Personalization



Bedtime

Share

Watch on YouTube



# airbnb Ad Personalization

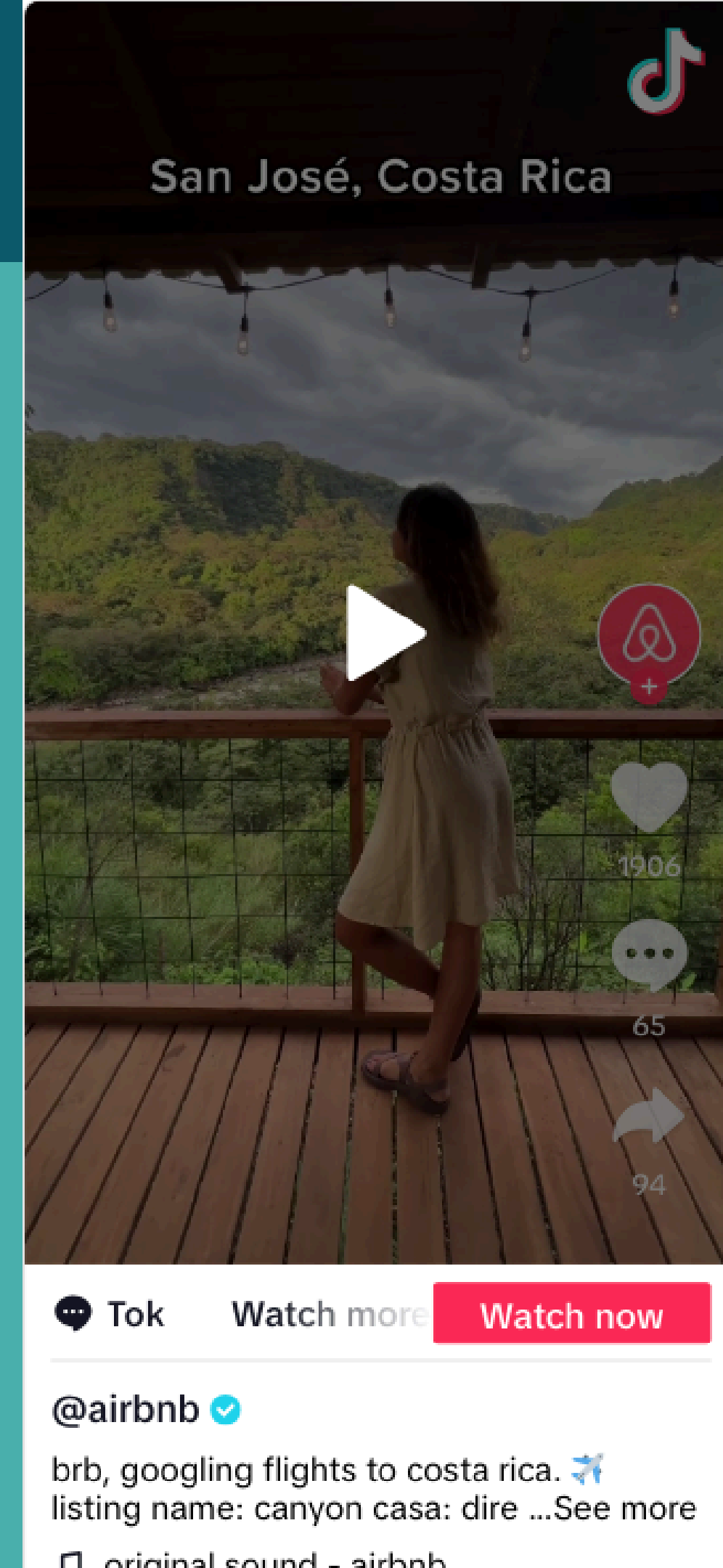


1. Demographic- age, gender, children, marital status, income, etc.
2. Interests & Lifestyle
3. Goals & Values
4. Pain Points & Fears

# Tailoring Marketing Strategies

## 3. Channel Selection

- Choosing the right marketing channels based on where your persona spends their time
  - Air BnB- Instagram, YouTube, TikTok, Not Facebook (since March 2021)
  - Commercials
  - Partnerships
  - UGC & Content Creators





# Customer Persona Examples



Yoga Yasmine



Social Sarah



# USER PERSONA 1



**NAME: YASMINE PATEL**

**AGE: 35**

**LOCATION: BOULDER, CO**

**OCCUPATION: YOGA INSTRUCTOR**

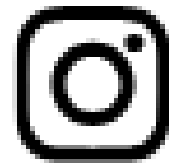
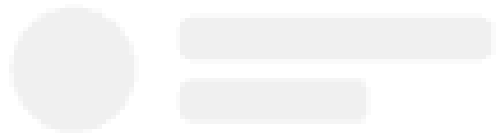
**MARITAL STATUS: SINGLE**

**KIDS: NONE**

**ANNUAL INCOME: \$70,000**

<b>INTERESTS</b>	<ul style="list-style-type: none"><li>• Devoted to her yoga practice, Yasmine attends regular classes and workshops to deepen her knowledge and skills.</li><li>• Values mindfulness, self-care, and holistic wellness practices.</li></ul>
<b>TRAITS</b>	<ul style="list-style-type: none"><li>• Strives to create a serene and harmonious space in her home that supports her wellness practices. Prefers minimalist and calming aesthetics.</li><li>• Detail-oriented and appreciates products that are well-crafted and thoughtfully designed.</li></ul>
<b>GOALS</b>	<ul style="list-style-type: none"><li>• Seeks out products that enhance her yoga and meditation rituals, fostering a deeper sense of tranquility and connection.</li><li>• Shops consciously, opting for eco-friendly and sustainable options whenever possible.</li></ul>
<b>MOTIVATION</b>	<ul style="list-style-type: none"><li>• Prioritizes quality over quantity, willing to invest in products that align with her values and enhance her well-being.</li></ul>
<b>PAIN POINTS</b>	<ul style="list-style-type: none"><li>• Dislikes overwhelming or artificial scents that overpower her senses during meditation and yoga practice.</li><li>• Seeks products that align with her eco-conscious lifestyle.</li></ul>
<b>SOURCES OF INFO</b>	<ul style="list-style-type: none"><li>• Enjoys reading wellness blogs and books, exploring videos and topics like meditation, aromatherapy, and sustainable living.</li></ul>
<b>FAVORITE BRANDS</b>	<ul style="list-style-type: none"><li>• Lululemon for high-quality yoga apparel and accessories.</li><li>• Saje Wellness for their natural essential oils and diffusers.</li><li>• Manduka for eco-friendly yoga mats and props.</li></ul>





[View this post on Instagram](#)



A post shared by Yogamatters (@yogamatters)



Yoga Yasmine



**yogamatters** Share the love this season with our edit of self-care gifts. Help someone or yourself wind down and find time for self-reflection and mindfulness this Winter.

Shop our edit before 15th December to receive your order before Christmas Day:



Search

Sign up to our newsletter for 10% off your first order »

## Candles and Home Fragrance

Transform your home into a relaxing and restorative environment with the range of yoga candles and home fragrance at Yogamatters. Available in an assortment of aesthetically pleasing designs and scents to help elevate your living space, the home fragrance collection is... [Read more](#)

### Shop by

#### Price

- Under \$13.58 (3)
- \$13.58 - \$27.17 (21)
- \$27.17 - \$67.92 (48)
- Above \$67.92 (3)

#### Our Brands

- Yogamatters (1)

#### Brands

- Aery (25)
- P F Candle Co (12)
- St Eval (10)
- Paddywax (8)
- Made By Zen (5)

[View More](#)

sort by **Featured** ▾



St. Eval Candle Tin - Lavender  
\$19.00



Made By Zen Nomad USB Aroma Diffuser - White  
\$62.00



Aery Fragrance Oil Set - Wonderland  
**\$29.00** ~~\$40.75~~



St. Eval Garden Path Candle Pot - Orange Blossom  
\$17.00



St. Eval Tealight Candles - Lavender  
\$13.00



Made By Zen Nomad USB Aroma Diffuser - Grey  
\$64.00



Spritz Wellness Atmosphere Mist 100ml - Relax  
\$28.00



St. Eval Sea & Shore Candle Pot - Tranquility  
\$17.00



MOA By the Light of the Moon Moonlight Candle - 220g  
\$41.00



Paddywax Impressions Candle - Love Ya  
\$25.00



## Little Karma Co Juniper Grounding Candle

\$30.00

♥ ADD TO WISHLIST

### Product Description

Refreshing, woody scent with cedarwood, fir, pine, cypress, juniper berry and eucalyptus pure essential oils.

Clear your head with the refreshing, woody scent of Little Karma Co.'s grounding Juniper collection. This scent will take you to the great outdoors, and feels like the breath of fresh air as you step outside into the crisp woody breeze.

Fir grounds, calms and re-energises. It stimulates the mind while clearing the airways and encouraging the body to relax. Pine strengthens the mind and body while cypress soothes the emotions. These pure essential oils surround you with the scents of luscious evergreens. Juniper berry is calming and grounding and helps to cleanse and purify the air. Cedarwood adds warmth and eucalyptus freshens and clears the head.

- This calming natural refillable candle does not contain chemical fragrances or boosters, creating a subtle scent that never overpowers a space. It should be enjoyed in enclosed spaces to maximise the aromatherapy benefits.
- Scientifically proven clean burning candles. Burn time approx. 40 hours.
- Each wick tab is secured to the candle glass using plastic-free





# Key Messages for Marketing:

- Highlight the natural and calming scents of the candles, emphasizing their ability to enhance relaxation and mindfulness.
- Emphasize the eco-friendly and sustainable aspects of the product, appealing to Yasmine's values.
- Provide transparent information about the sourcing and process to build trust and credibility.
- Showcase customer testimonials and reviews from fellow wellness enthusiasts to demonstrate the candles' effectiveness in promoting tranquility and mindfulness.





## USER PERSONA 2



**NAME: SARAH ANDREW**

**AGE: 29**

**LOCATION: AUSTIN, TX**

**OCCUPATION: SOCIAL  
MEDIA MANAGER**

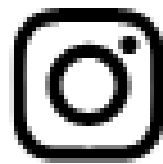
**MARITAL STATUS:  
SINGLE**

**KIDS: NONE**

**ANNUAL INCOME:  
\$55,000**

<b>INTERESTS</b>	<ul style="list-style-type: none"><li>• Active on social media, particularly Instagram and TikTok, where she shares quirky finds and lifestyle tips.</li><li>• Loves DIY projects, home decor, and finding unique, conversation-starting pieces for her apartment.</li><li>• A fan of pop culture and trending internet memes.</li></ul>
<b>TRAITS</b>	<ul style="list-style-type: none"><li>• Outgoing and sociable, with a great sense of humor.</li><li>• Trend-conscious and always looking for the next fun, quirky thing to share with her friends.</li></ul>
<b>GOALS</b>	<ul style="list-style-type: none"><li>• Aims to create a cozy, fun, and welcoming environment in her home that reflects her personality.</li><li>• Loves giving thoughtful and unique gifts that stand out and bring joy to her friends and family.</li></ul>
<b>MOTIVATION</b>	<ul style="list-style-type: none"><li>• Enjoys the sensory experience of candles and seeks out scents that are both delightful and unexpected.</li></ul>
<b>PAIN POINTS</b>	<ul style="list-style-type: none"><li>• Dislikes generic, mass-produced products that lack personality and uniqueness.</li><li>• Finds it challenging to discover new, fun items that match her personal style without spending too much time searching.</li></ul>
<b>SOURCES OF INFO</b>	<ul style="list-style-type: none"><li>• Social media, small influencers, word of mouth.</li></ul>
<b>FAVORITE BRANDS</b>	<ul style="list-style-type: none"><li>• Lush for their fun and whimsical product names and eco-friendly values.</li><li>• Etsy for handmade and one-of-a-kind items.</li></ul>





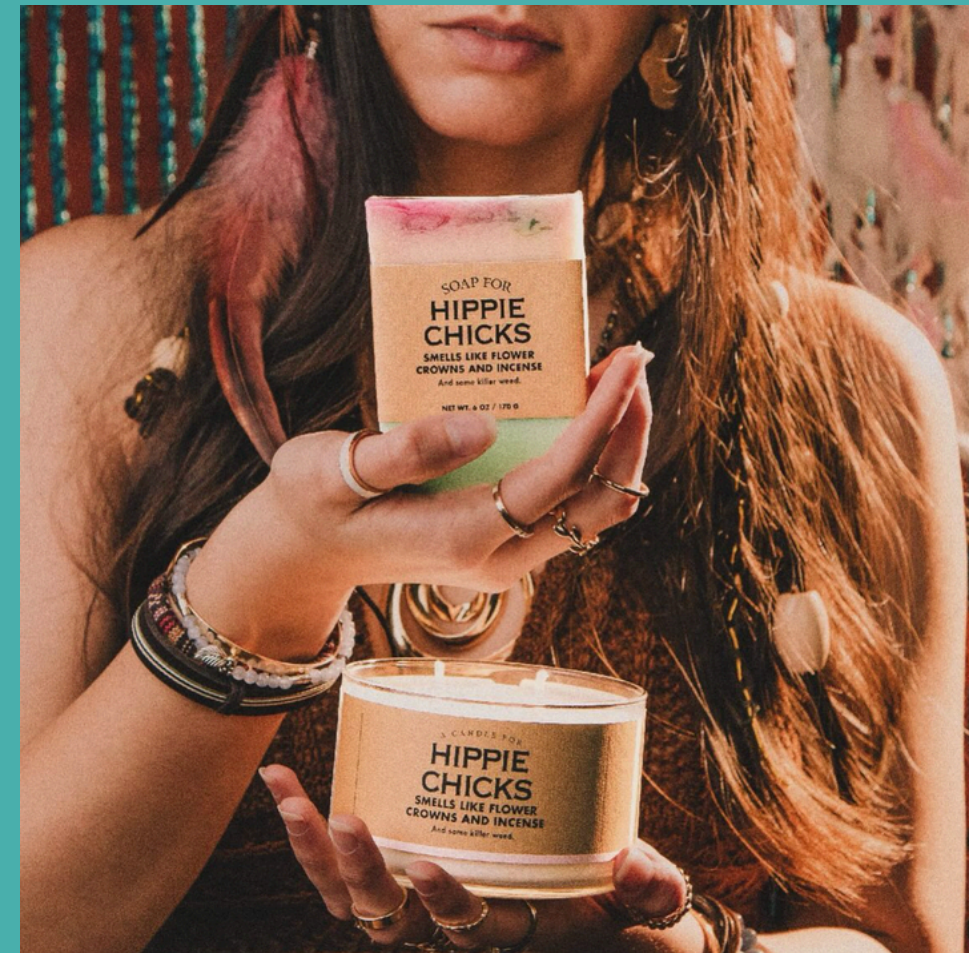
[View this post on Instagram](#)



A post shared by Whiskey River Soap Company (@whiskeyriversoap)



Social Sarah





# Whiskey River Soap Co.

- FEATURED
- LAST CHANCE
- SOAP ▾
- CANDLES ▾
- ASTROLOGY ▾
- FUN ▾
- OFFICE ▾
- CARDS
- SHOP LOCAL
- WHOLESALE

HOME > CANDLES AND MATCHES



## CANDLES AND MATCHES

Sort by BEST SELLING ▾



Fuck This Candle  
\$17.95



A Candle for Fucking Meetings  
\$26.95



What The Actual Fuck Candle  
\$17.95



A Candle for the Cool Aunt  
\$26.95



A Candle for Zero Fucks  
\$26.95



A Candle for The Middle Child  
\$26.95



I Fucking Love You Candle  
\$17.95



A Candle for It's Only Frickin' Tuesday  
\$26.95



WANT 10% OFF?



# Whiskey River Soap Co.



## A Candle for Besties

Whiskey River Soap Co.

\$26.95

ADD TO CART

### Let's unpack this.

And by that, I mean let's unpack everything. I have soooo many things I need to tell you since I last saw you 12 hours ago. And nobody else understands my bitching the way you do! We've got our own girl gang and we don't need any new members. So drink up, buttercup. 'Cuz we're not doing this sober.

#### Grape Hard Seltzer Scented

Fragrance: Mt. Dew, Muscadine

Net Weight: Approximately 10 oz.





# Key Messages for Marketing:

- Highlight the unique and humorous names of the candles to attract Sarah's attention.
- Create engaging and visually appealing social media content that reflects the fun and quirky nature of the candles.
- Emphasize the high-quality, fun scents that are unique to just your candles.
- Showcase customer reviews and influencer UGC to build trust and interest.



# Integrating Persona Insights

Across Your Company

## 1. Cross-Departmental Collaboration

- Sharing Persona Insights
  - Sales
  - Customer Service
  - Product Development
- Stay Consistent

## 2. Using Data and Feedback

- Leveraging Customer Data
- Continuous Improvement
- Tools and Techniques



# Next Steps:

Review your current marketing and product strategies with your customer personas in mind.

## Part 3:

**November 20th: 12:00 CST –**

Customer Persona Part 3: Reaching Your Ideal Customer via Creative Strategies

- Social media tactics
- Community building
- Influencer partnerships
- Using technology, and more...



# Questions?

**Any specific scenarios or challenges?**





# Resources:

new 

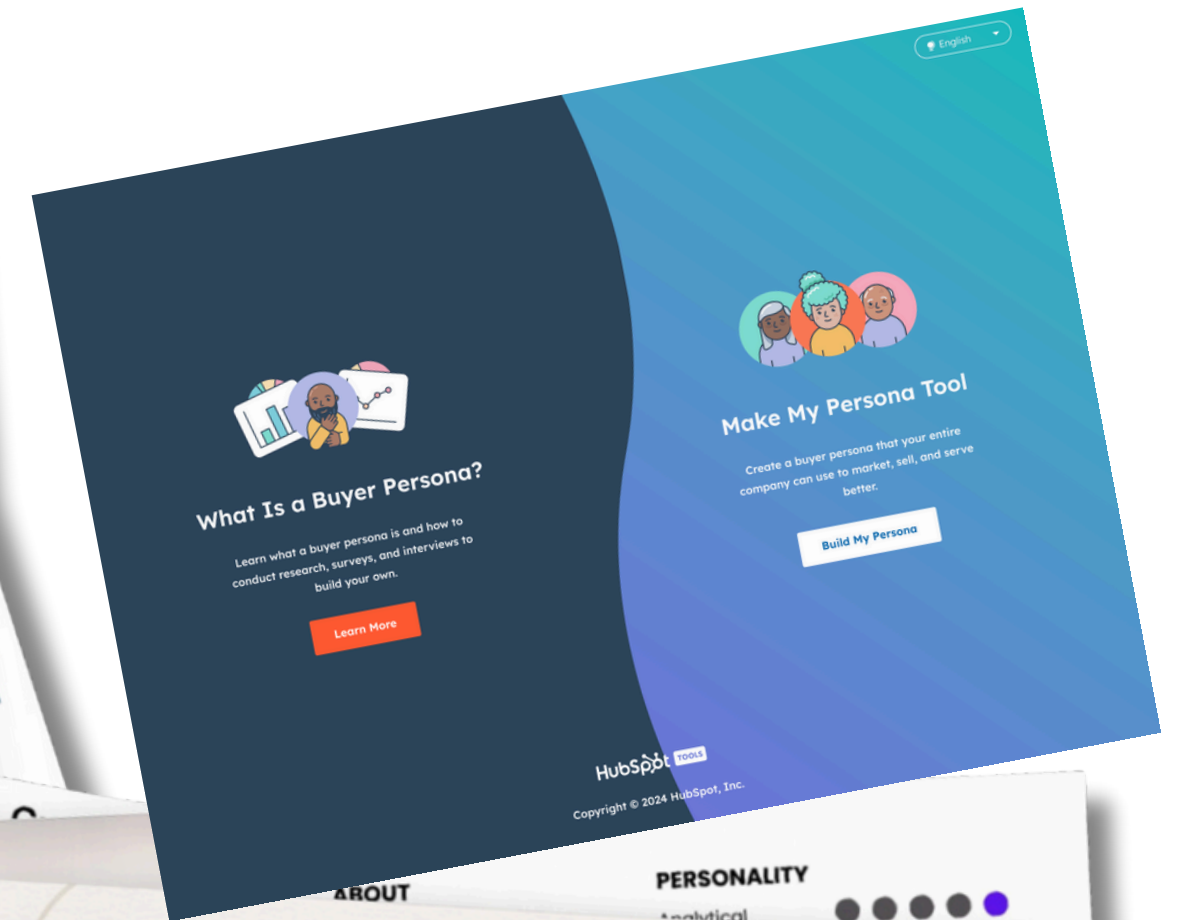
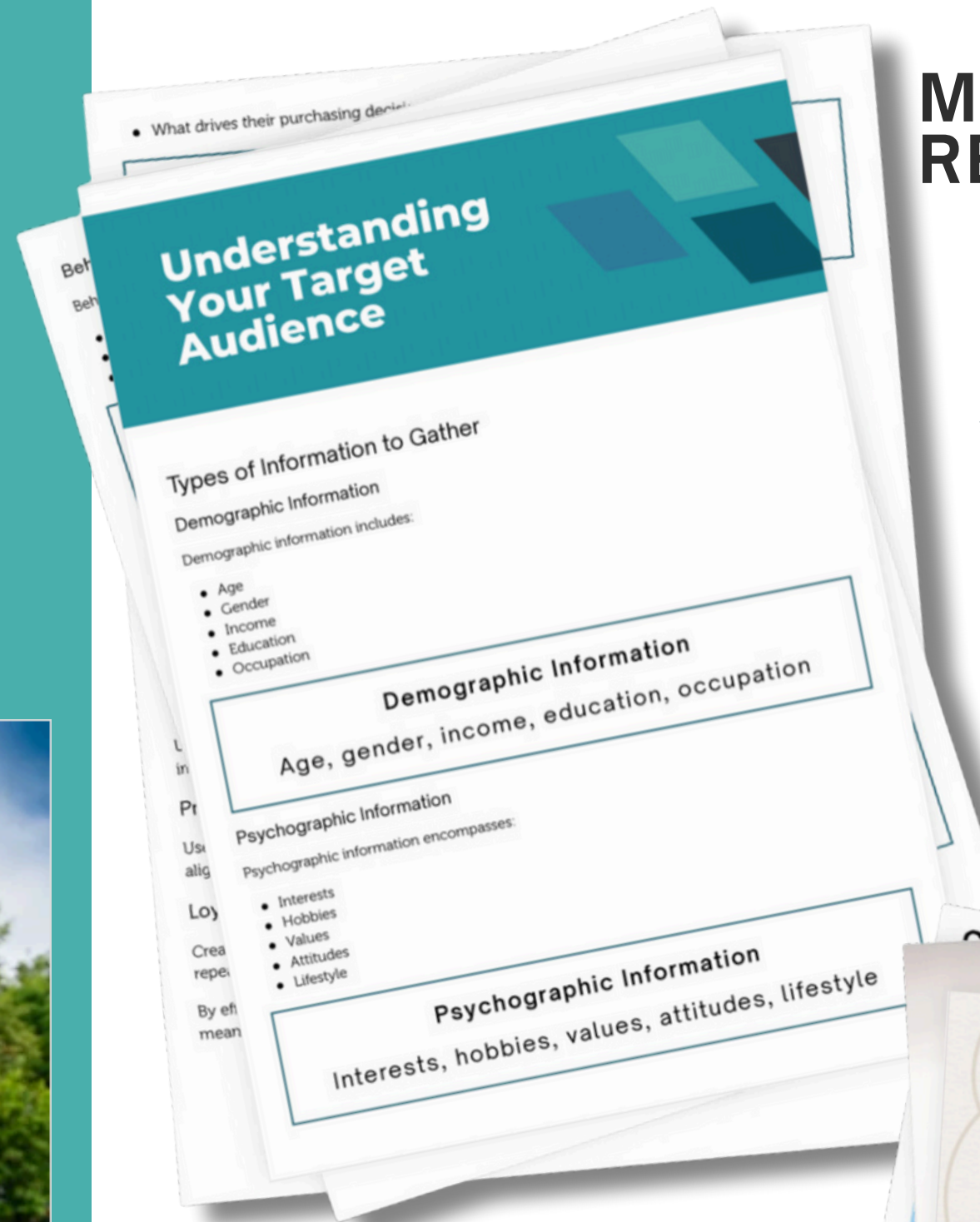


## Marketing and Advertising Strategies of Airbnb

Steal Airbnb's secrets! Discover their growth-exploding marketing strategies & replicate their iconic campaigns.

 Digital Agency Network

## MMI BUSINESS RESOURCES



## CANVA RESOURCES

# Upcoming Webinars

Upcoming Wednesday Webinars

Last Wednesday of each month

except Nov & Dec



✓ **Sep 25th | 12 p.m. CST**  
**Unlocking Online Sales:**  
Strategies from Small Businesses Just Like You (PANEL)

✓ **Oct 30th | 12 p.m. CST**  
**Mastering Social Media:**  
Advanced Tips & Tricks for Facebook, Instagram, and TikTok





# Thank you!



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