

KNOW YOUR AUDIENCE

WHO THEY ARE, WHAT THEY
WANT, AND HOW TO REACH THEM

BUILDING USER PROFILES

A SIMPLE EXERCISE TO DEFINE YOUR USERS





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THE FIRST STEP IN THE BRANDING PROCESS IS TO IDENTIFY WHO YOUR USERS ARE. WE DO THIS THROUGH AN EXERCISE WE CALL USER PROFILES. BUILDING USER PROFILES HELPS YOU ZERO IN ON EXACTLY WHO YOUR USERS ARE, WHAT THEY WANT, HOW THEY WANT YOU TO TALK TO THEM, AND HOW THEY EXPECT YOU TO HELP THEM.

SEAN TAMBAGAHAN

STEP 1:

GIVE THEM A NAME

- **TRY NOT TO USE THE NAME OF AN ACTUAL PERSON YOU KNOW. YOU WANT YOUR CREATIVITY TO THINK PAST JUST ONE PERSON.**

STEP 2:

ASSIGN A USER TYPE

- **WHAT TYPE OF USER ARE THEY? WHAT SPECIFIC TYPE OF PRODUCT OR SERVICE ARE THEY PURCHASING, AND WHAT PROBLEM ARE THEY TRYING TO SOLVE. BE AS GENERAL IN THIS STEP AS POSSIBLE.**

STEP 3:

DIG DEEP

- **ASK THE FOLLOWING SERIES OF QUESTIONS, PUTTING EACH QUESTION AS A COLUMN HEADER AND FILLING IN THE COLUMN WITH AS MUCH INFORMATION AS POSSIBLE.**

Name	User Type
Demographic (statistical information like age, sex, location, income, etc.)	Psychographic (interests, hobbies, mannerisms, attitude, behavior, social and personal life, etc.)
Journey To Us:	
Story/Challenges (What are their pain points? Why are they seeking/needing help?)	Solution (What ways do we tangibly help them? What services do they take advantage of?)
Testimonial (A review they leave, or reason they recommend)	

THIS IS JUST ONE EXAMPLE OF A VISUAL LAYOUT YOU CAN USE DURING A WHITEBOARD SESSION, OR LIVE FACILITATION

DEMOGRAPHICS/PSYCHOGRAPHICS

STATISTICAL INFO AND PERSONALITY TYPE

01

GENDER, MARITAL STATUS, CHILDREN
INCOME, NEIGHBORHOOD, LIVING SITUATION
OCCUPATION, HOBBIES, BRAND AFFINITY
NEWS SOURCES, SOCIAL MEDIA PLATFORMS, PERSONALITY TYPE
MANNERISMS, SOPHISTICATION LEVEL, SOCIAL PREFERENCES



WINS AND LOSSES

WHAT THEY'RE TRYING TO ACCOMPLISH

02

FRUSTRATIONS AND FULFILLMENT AT HOME
FRUSTRATIONS AND FULFILLMENT AT WORK
PAIN POINTS THEY WISH WERE RELIEVED
WHO THEY'RE TRYING TO IMPRESS
WHAT MAKES THEM FEEL GOOD
WHAT THEY APPRECIATE ABOUT LIFE



MINDSET

THEIR ATTITUDE ABOUT US

03

THEIR PRESUPPOSITIONS ABOUT OUR INDUSTRY
WHAT THEY WANT TO SEE ON OUR WEBSITE
WHAT WE'D WANT THEM TO SEE THAT WOULD DELIGHT THEM
WHAT THEY APPRECIATE ABOUT COMPANIES LIKE OUR SERVING THEM



SYMPTOMS, PROBLEMS, SOLUTION

HOW AND WHY THEY FEEL & WHAT THEY WANT

04

WHAT ARE THE SPECIFIC PAIN POINTS THAT RELATE TO OUR OFFERINGS
WHAT WOULD THEY CALL AND REQUEST FOR
WHAT IS THE REAL REASON THEY FEEL THIS WAY
WHAT ARE THE UNDERLYING CAUSES OF THEIR PAIN
WHAT DO THEY WANT TO FEEL
HOW CAN WE HELP THEM?



THEIR JOURNEY

FROM AWARENESS TO CONVERSION

05

HOW DID THEY HEAR ABOUT US FOR THE FIRST TIME
WHERE DID THEY RESEARCH INFORMATION ABOUT US
HOW AND WHY DID THEY ENGAGE WITH US
HOW AND WHY THEY BECAME A CUSTOMER
WHY THEY RETURN AND RECOMMEND



THE CONVERSION FUNNEL

channels

awareness

how prospects/users are initially made aware about us and our services for the first time.

research

how prospects/users seek out further information about us and our services.

engagement

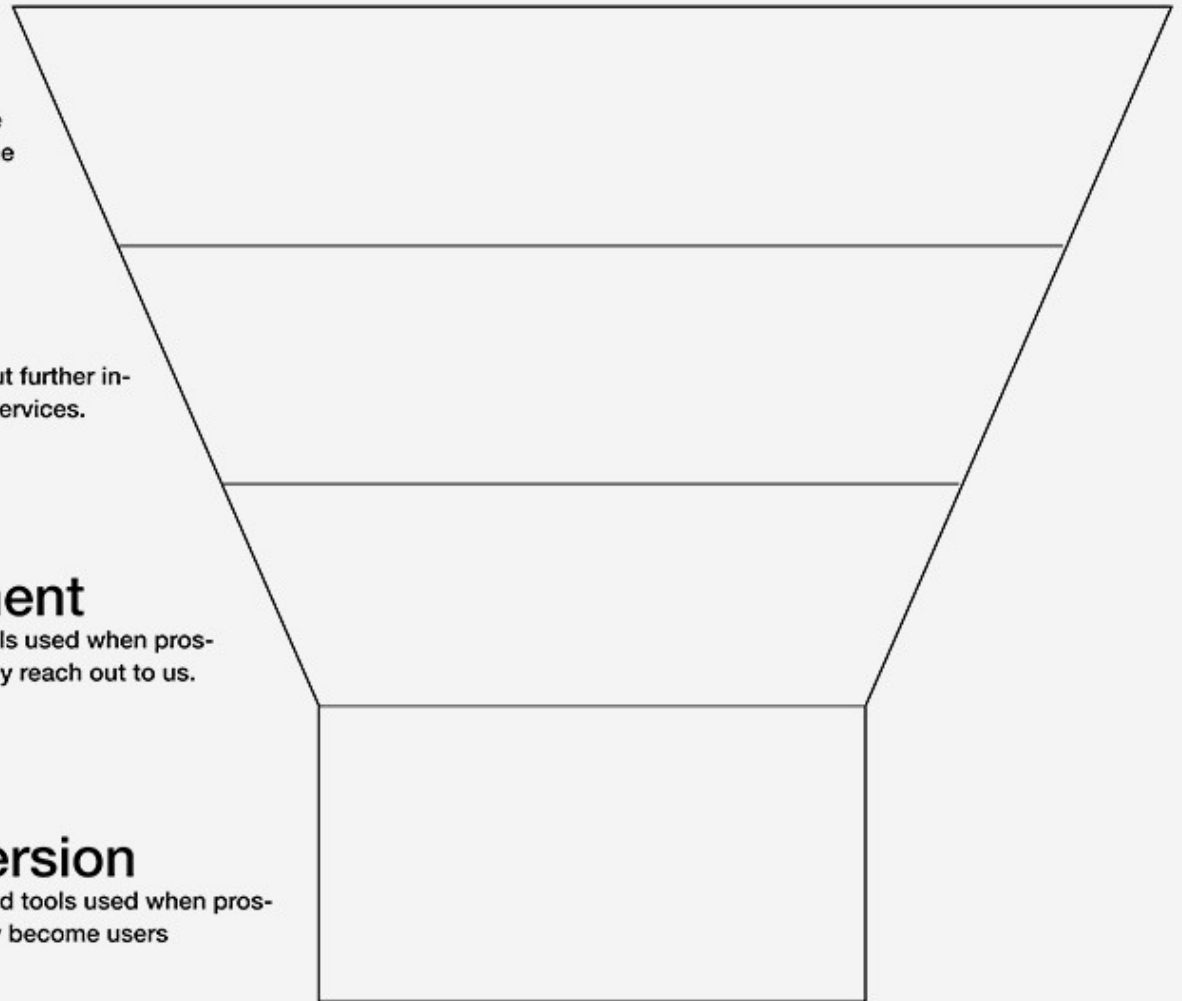
resources and tools used when prospects/users initially reach out to us.

conversion

resources and tools used when prospects initially become users

advocacy

how we're encouraging users to spread the word to others about our services



lets talk



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Chris Bowman

The entrepreneurial good-ol-boy

Chris is a fast-thinking, fast-moving, forward-focused entrepreneurial-minded good-ol-boy CEO who took over his dad's niche agricultural equipment company and grew it exponentially. He transitioned the company and products into the 21st century, and sees the need to reposition the brand and marketing to do the same.

demo/psycho	job (pain/gain)	mindset
<p>Age, sex, education, marital status, hobbies, brand affinity, news/entertainment sources</p> <ul style="list-style-type: none"> 45 yr old Caucasian male – youthful, tattoos, stubble, good-ol-boy Married with 4 kids: 5, 7, 10 and 13 years old (2 boys, 2 girls) Wife is 1 year younger, stays at home and is very active in kids school and sports (semi-active in the business) Lives in Clovis, custom built home with acreage Graduated Fresno State with BS in business management (he knew he would take over dad's company, and dad encouraged him to get a degree in business – even though dad didn't) Hobbies include outdoor extreme sports (motocross, snowboarding, snowmobiling, truck racing), hunting, fishing, boating (speed boat with wakeboard and inner-tubing for the kids) They host several annual parties, and love to entertain Listens to rock and alternative (primarily classic rock) Only watches TV for sports and MMA. Loves action movies. Not tech-savvy, and new online trends scare him (He has a Facebook and checks his newsfeed daily, but posts once a month and not quite sure how to use it, though he understands that it's somehow important for business.) Gets news and information passively from the internet (YouTube, Facebook, email, banners, etc.), and when doing more research he trusts conservative sources such as FOX news. Wears Levis, FOX Racing Gear shirts and Baseball Hats on the weekends... same thing with a polo or plaid shirt at work. Has 3 cars: Ford F-450 (everyday), Infinity SUV (wife and kids), '69 Ford Mustang (weekend play) Uses a PC for work, but iPhone for simplicity Loyal Fresno State Bulldog Football/Baseball supporter. Giants and 49er fan. 	<p>Anything they're trying to accomplish at work/home</p> <ul style="list-style-type: none"> Worked for dad's niche-agricultural equipment company since he was 16. Worked in management for 3 years after graduating, then took over the company and dad retired. He successfully grew the company through product innovation, but knows that he struggles with marketing and branding He has changed the culture to be more progressive and youthful, but the brand identity doesn't match Trying to keep up with the exponential growth they've experienced in the last year, and wants to hire talent to match the culture Knows that they have antiquated marketing efforts and is embarrassed by them (emailing PDF newsletters, old-outdated ads and publications). Wants to move into the 21st century Wants a "partner" he can trust with his branding – meaning a company that can hold his hand, teach them and take care of everything He wants to spend as little time as possible thinking about brand solutions, even though the outcome is important to him (he is outcome focused, and cares nothing for the means) Recently hired marketing manager 	<p>Their opinion and attitude. How do they feel about what they do?</p> <ul style="list-style-type: none"> He is a fast-thinking, fast-moving, forward-focused entrepreneurial-minded individual. He took his dad's successful company and grew it exponentially through product innovation and strategic business relationships he earned Wants to continue dad's legacy, but make his mark just as valuable (doesn't want to seem like he's riding dad's coat-tail – he earned his success) Sees his company as one-of-a-kind (they dominate their niche market). The closest competitor is lightyears behind in regards to quality, service, expertise and capabilities... he is lightyears behind in regards to identity (he wants to be superior in every way). Loves his job, but loves his family more and spends most of his time away from work with them.

symptoms	problems	solution
The felt need	The root cause	Our prescription
<ul style="list-style-type: none"> a) We're currently attracting "qualified" talent that doesn't align with the company's vision/culture b) High turnover rate for key positions, making it stressful to keep up with work c) No time to market and keep the funnel full. Plenty of work coming in, but follow-through and customer service is not where we'd like, so all efforts are put into working harder – not branding/marketing d) "The marketing we are doing is scattered, no consistency, no strategy – we feel like we're just going through the motions but don't know why" e) Last 3 designers didn't work out – now we're leery (they oversold capabilities, or are no longer around, or quality was subpar) f) Dwindling email list, and several bouncebacks g) Unaware of the effects of marketing initiatives h) Too much time spent explaining how to find the right content on our website 	<ul style="list-style-type: none"> a) Not positioned correctly for the right culture fit (both in our brand identity, and the awareness channels we're marketing on) b) Mismanaged initial expectations of initial hires, and lack of organizational structure c) No set strategy, processes, or staff allocated to marketing properly d) (same as C) e) Used to working with design fulfillment shops, as opposed to a brand design agency that specializes in strategy f) Not using an email marketing platform to help nurture and manage email lists g) No analytics set up to track metrics, nor in-house employees who know how to read and interpret the data even if we had it h) Unclear navigation and poor user experience 	<ul style="list-style-type: none"> Conduct a discovery session in order to produce a brand audit and strategy Reposition brand identity to match company culture and attract the right users (clients, as well as employees) Overhaul all existing marketing materials and awareness channels to match updated brand identity Transition into digital with a cohesive digital marketing strategy (unifying website, social and email marketing) Setup analytics to track metrics Overhaul website design, content and navigation with a UX focus Focus on social media platforms that are relevant to the users, as well as mobile-friendly design.

aware	engage	return	recommend
How they find out about us	How they contact/convert	Why they are loyal	Why/how they talk
<p>Sally, the newly hired marketing manager, did a Google search for “brand design agency in fresno” and “web design company in fresno” and saw Butler under both search terms.</p> <p>She browsed our website and was impressed with the clear, simple messaging and the work in our portfolio matched the expectations she was looking for in regards to aesthetics.</p> <p>She gave a list of the top 5 companies (in her opinion, based primarily on aesthetics and messaging) that she found to the CEO, and he narrowed it down to the 3 he liked, based on the looks of the websites in the agency portfolios.</p>	<p>Sally filled out Butler’s online inquiry form with detailed information about the company’s needs, expecting a \$amount.</p> <p>Sean responds to Sally’s email with a phone call to ask questions. Sally is impressed with Sean’s understanding of their needs, and realizes that a \$amount without spending more time together would be impossible. She schedules an appointment for Sean to meet with her and Chris, the CEO. On the preliminary call, Sean explained the concept of design strategy, and followed up with an email with links to relevant content (YouTube video).</p> <p>In the initial meeting Sean asks a lot of questions – the right questions (questions Chris wanted him to ask, as well as questions Chris didn’t even think of). Chris is confident of our capabilities and interested in starting a business relationship with Butler because of the connection he has with Sean.</p> <p>A deposit is secured, and discovery session is scheduled.</p>	<p>Chris was not looking for a design shop to do a single project then leave – he was looking for a “partner” of sorts to lean on for help with all marketing efforts.</p> <p>He was delighted with the services and outcomes of Butler’s initial work, and continues to contact Butler for his continued design needs.</p> <p>He appreciates speaking with a live person every time he calls, and the quick response time to his inquiries. He also appreciates that Butler has the ability of deciphering his requests and translating them into actionable deliverables.</p>	<p>1 month after Butler’s initial branding work we follow up with a customer satisfaction survey via Constant Contact.</p> <p>We ask for referrals, and Chris gives us the name of a business affiliate who needs help.</p>