

# *Personas*

Personalities Tell Powerful Stories





## Marketers and businesses

... looking to expand their products, services and communications can leverage social data to really understand the unique segments and Influencers that exist in their markets

*At a gut level, it just makes sense that if marketers truly understand **who their customers are**, they will make better product and communications decisions.*

**Developing that understanding is, after all, the basis of the \$33Bn Market Research Industry.**

Focus groups can tell you in a qualitative manner how your intended customers will react when asked specific questions, or why they are purchasing a particular competitor's product.

Surveys and the like can give you quantitative feedback on tastes and preferences, or give you a better idea of what size of market or competitor exists in a particular space.

**But, there's a downside...**

They're very expensive,  
They're very time-consuming,  
And sadly - all-too often, they're just plain inaccurate and easy to ignore if results don't match a Marketer's earlier assumptions.

**Social Media is where** consumers express themselves - think about all the conversations going on in Twitter or on

Facebook. Social Media is the open marketplace where consumers indicate their interests, compare preferences with peers, discuss prospective future decisions, air their concerns, learn what's new, and are being coldly, bluntly honest about the world around them.

Consumers are putting their hand up all the time to indicate interest in a particular topic or brand or product - that's what a 'Like' or a 'Follow' basically is. In doing so, they want you to notice them. They want you to take note of what they're saying about your stuff. Hopefully, you've gotten beyond counting 'Likes' or 'Follows' as a measure of your successes and are looking to segment your audience to gain some real value.

## The concept and utility of the Persona in Marketing.



### The Persona

Determine the audience that makes most sense for you to target. Built around parameters of Influencers, personality type, values, interests and traditional demographics.

You probably have particular demographic groups in mind for your products – for example it might be something like “College age people in the Southwest”.

A little more thought might prompt you to add some interest-based segmentation in mind - e.g. College-age people who like cycling.

You might even have personality types in mind for your products - e.g. College-age people who like cycling, and who are of a 'Daring' mindset (i.e. they like trying new things) - because your business is built around mountain-biking adventures in Colorado.

That student, the one who lives in the region you're targeting, and who is the 'right' kind of person who would really enjoy your product, is the **Persona** you need to identify ... and the one you eventually need to reach.

If only you could hang out where they do and understand more about them and hear what else they're considering and talking about. If you could do that, you could build some pretty awesome products, and great campaigns to reach them and engage them.

*Social Media is where you'll find them.*

All day long.

Lots of them.

Talking about lots of different things.

Lots of it irrelevant to you.

But some of it is gold.

**Pure, solid gold.**

*And, one other thing ... Social Media is also where you might just discover a completely unexpected new market of people who are using and loving your products.*

## Traditional demographics I understand, but - *is it really feasible to determine personality traits and values from Social Media?*

### Yes.

**Let's explain: Your communication style says a lot about you.** And, over time, your true personality emerges. The words you use, the things you talk about. The topics you engage on. The company you keep.

These markers can help identify what kind of person you are and what motivates your behavior.

There's some real science here. There are 5 basic personality traits we all exhibit to some degree. Known in Psychology circles as "The Big 5", they are:

**Open-ness.** This trait features characteristics such as imagination and insight

**Conscientiousness.** Common features of this trait include high levels of thoughtfulness, with good impulse control and goal-directed behavior.

**Extraversion.** This trait includes characteristics such as excitability, sociability, talkativeness, assertiveness and high amounts of emotional expressiveness.

**Agreeableness.** This personality dimension includes attributes such as trust, altruism, kindness, affection and other pro-social behaviors.

**Neuroticism.** Individuals high in they trait tend to experience emotional instability, anxiety, moodiness, irritability and sadness.

Algorithms monitoring social media use are tuned to pick up and measure these traits, and hence a personality profile of any individual can be constructed.

### Those still don't sound like anything I could use for Marketing...

They're not. No need for despair though. Jennifer Aakers, in her study "Dimensions of Brand Personality", showed that the Big Five traits may be used to assign 'Personality' to Brands themselves ... and by extension, to individuals.

Consider a simple modification into five personality types who may be more interesting to Marketers:

**Daring.** People who like to try something new and are unfazed by challenge.

**Wholesome.** People who are down to earth, honest and cheerful.

**Reliable.** People who are reliable, intelligent and very often successful.

**Sophisticated.** People with elevated expectations and typically considered charming.

**Rugged.** People who are outdoorsy and independent.

*These personality types can be used in marketing. As a simple example - think about how to market to the 'Daring' category ... those are the people who are most likely to try something new (new customer acquisition) versus the 'Reliable' category (the people who are more likely to stay loyal to you).*

### What about values?

In a similar way, your values can also be derived from your Social Media activity. Several markers can help identify which values motivate your behavior.

Currently, Mattr bases their values analysis on STEEP, which is an acronym for: Social, Technological, Environmental, Economical and Political. More specifically, STEEP is used to gain insight into the following factors:

**Social:** Traditional to non-conformist

**Technological:** Unconcerned to early adopter

**Environmental:** Apathetic to green

**Economical:** Price-sensitive to price-insensitive

**Political:** Liberal to conservative

Values are currently evaluated by identifying certain interests using matching learning algorithms. This is backed up not only by research, but also by validation and feedback as part of the process.

*Traditionally*, segmenting an audience requires some interrogation of the audience, and then careful analysis of the results of that interrogation.

## A truly holistic picture of your audience

Mattr is able to examine the social media presence of your audience algorithmically, and by examination of their activity (looking at the topics they follow, the conversations they engage in, their communication style, etc.) is able to make determinations about their interests, demographics, values and personality type, and then offers a simple-to-use web based toolkit to enable users to delve into segments they have created to see variations in sentiment, behavior and interests.

**For a truly holistic picture of your audience, let's consider five main vectors you may be interested in:**

- 1 Influencer vs. Customer (who's got influence over your audience? who's a potential customer?)
- 2 Demographic breakdown (where are they? age groups, likely income brackets, etc.)
- 3 Personality and values breakdown (what kind of people are they? what motivates their purchase behavior?)
- 4 Interests (are there some other products in other categories I should be partnering with or categories I should be entering?)
- 5 Actual customer behavior (which, if any, of your products and services are they buying?)

Clearly, #5 can be gleaned from your own CRM systems, and when used in conjunction with information from the other four, can provide a very powerful set of data for your analysis.

**You'll quickly be able to answer questions like ...**

- What are the differences in behaviors between my Influencers? Between my customers and non-customers?
- What segments exist within my audience? How should I be marketing or reaching out to them?
- Are there segments that my competitors have successfully penetrated that I haven't? (How can I do that?)
- Which segments in my audience are most active or influential?

## Let's work through an example of strategic planning using Mattr

We're going to use ESPN as our example. They are doing a great job of reaching their male sports fans, but think that there may be an opportunity to reach out to more females...

Let's see what we can find out about the women who are engaged ...

Turns out that a large proportion (62%) of them are 'Daring' and they're pretty young (72% of them are in that 18-24 age range)

Compared to the relative splits of USA based men: 69% are "Daring", 68% are in the 18-24 age-range.

So, ESPN might conclude that there is clearly some appeal among 'Daring' American women in that desirable 18-24 age group.

It might make sense for ESPN to identify their top women influencers to help motivate 'Daring' women to engage more.

*Let's find out some more about them:*

Turns out that a lot of them also like CNN Breaking News (@CNNBRK), E!Online, Jimmy Kimmel and Ellen ... and Zach Galifianakis ...

*A speedy check on Mattr reveals that all of those do indeed have a high proportion of daring women followers, and are obvious targets for ad and feature placements as part of an outbound campaign to reach the desired female audience.*



## *Mattr opens up opportunities for your brand to get much more from Social Media.*



*Use Mattr to drive higher customer lifetime value, increase conversion and engagement, measure campaign performance and much more.*

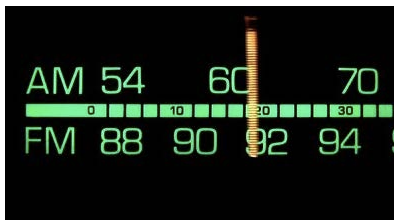
Persona building isn't the only feature available from Mattr. Our solution can help you:

- Segment your influential and social media audience to align your brand values.
- Find influencers who are best suited to help others take action on your behalf.
- See the topics and trends in your social conversations and use that content to help build or optimize a Content Marketing strategy of your own.
- Monitor competitive brands or events, and track Share of Voice.
- And more.



*Customize Mattr to suit the needs of your business*

Your company is already invested in a particular segmentation methodology - for example, Forrester Research's "Technographics" or something similar. The good news is that Mattr has the capability to model these types of segments, making use of Personality type data, STEEP value data, Demographic data, and of course data on specific interests held.



*Variables can be tuned to suit you*

- Data collection timeframe and frequency.
- Timeframe for reporting
- Underlying interest trends (identify what is likely to be big before it becomes obvious)
- Depth of interest assessment
- Custom reports
- Integrate with CRM/ customer loyalty systems



*Faster, More Accurate – and lower cost market research*

- Results are already out there in your audience (you just need to know how to go get them).
- No more lengthy questionnaires to select panels. Results and answers can be segmented into groups after the fact - just by looking at the history and background of each respondent and segmenting them algorithmically.
- Social Media insight provides a means to examine what consumers are already saying, versus asking them questions in a pressurized panel or focus-group setting.
- A fraction of the cost of a traditional market research report.



# MATTR

*Personalities Tell Powerful Stories*

Mattr is leading a new era for consumer insights, providing brands with a deeper, more colorful view into their social audience- including who's influential to their brand (and what influences them), what's trending in influential conversations and where untapped Marketing opportunities lie within brand segments.



# MATTR

## Personalities Tell Powerful Stories

*Mattr brings you the clearest, most colorful picture of your brand audience, allowing you to truly understand who they are and connect with them like never before.*



WATCH OUR VIDEO



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