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# Hello!







Who am I and why am I up here talking?







Who am I and why am  
I up here talking?







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I up here talking?

## DreamBuilder Grad!



Dedicated to Helping Iowa Women Business  
Owners Launch and Grow Their Business







Who am I and why am  
I up here talking?

Currently



A Sales and Marketing Consultancy  
Founder and Chief Strategy Officer

Previously



Des Moines Based Agency Serving Local and National Accounts  
Managing Director, Client Services and New Business Development







Who am I and why am I up here talking?

## Professional Marketing Experience

### National Clients



### Local Clients





# Today's Agenda

## Your Audience. Your Brand.

Why It's Imperative to Identify Your Brand AND Your Audience (Small Group Exercise)  
Steps to Take to Truly Understand Your Audience (Small Group Exercise)  
How to Capture that Knowledge in a Useable Format  
How to Make that Knowledge Actionable in the Marketing Space





# Where Do I Start?





# Self Exploration



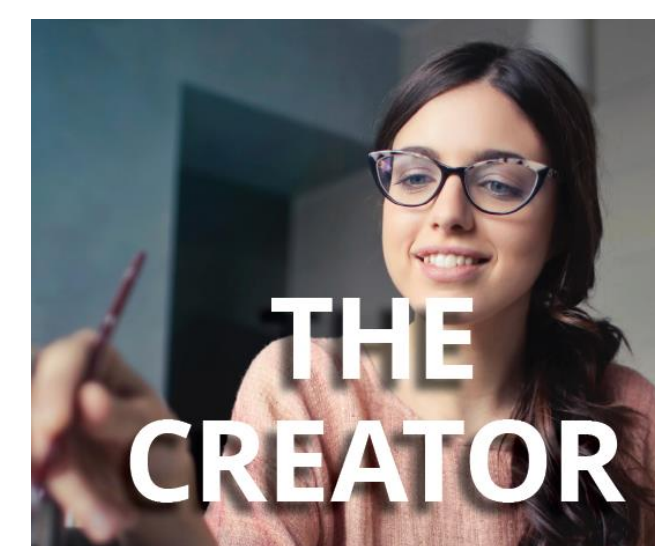
Why is it important to understand your brand?





# Brand Archetypes

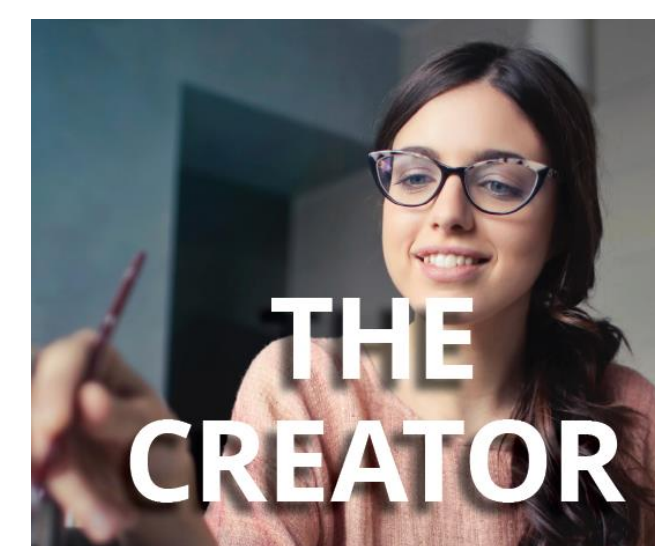
A tool for brands to identify with to connect on a human and emotional level.





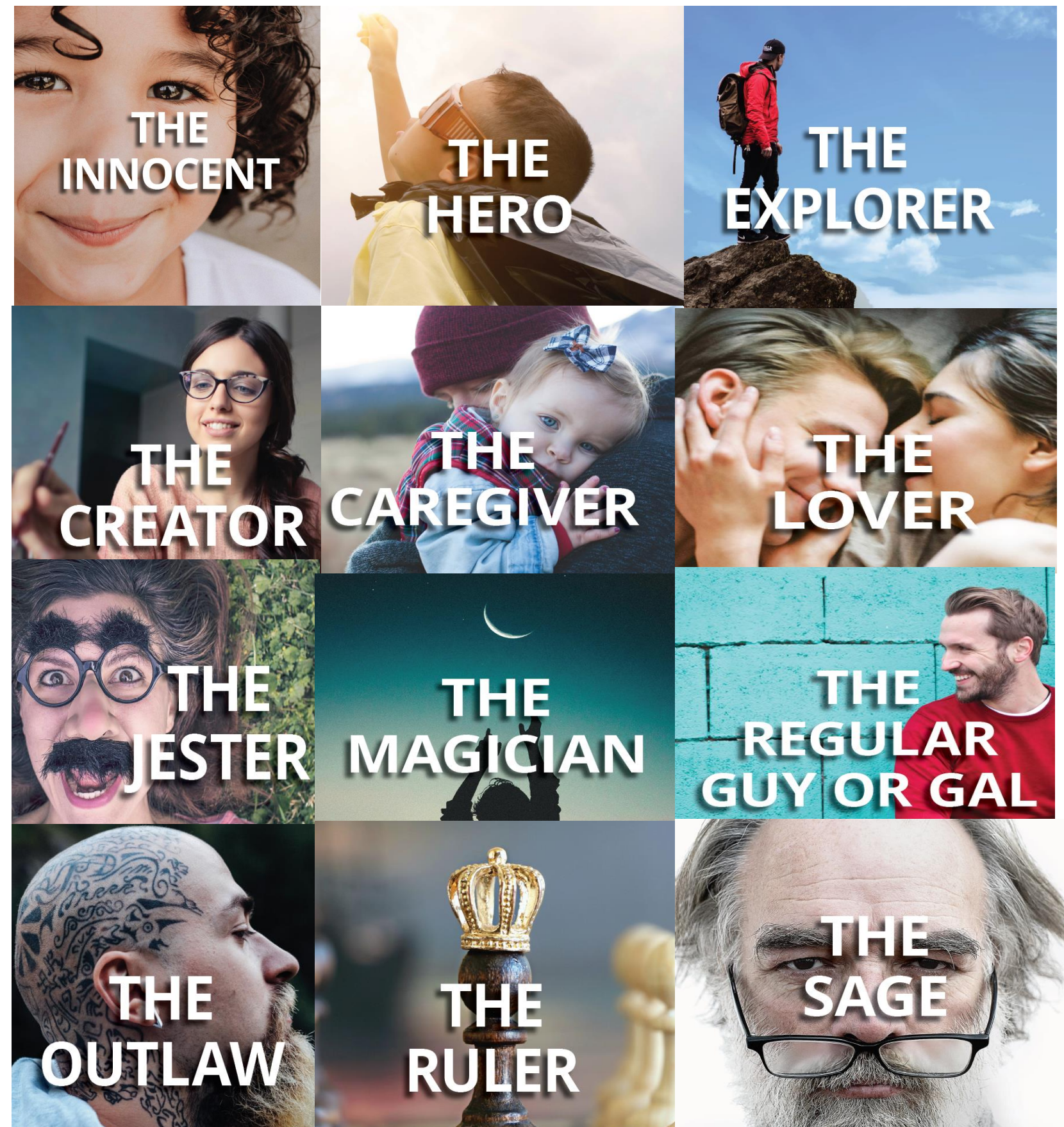
# Brand Archetypes

Why is this important to your audience?





# Tools for You!



## Brand Archetypes:

You have a handout! And a written overview of each for safe keeping.





# Personas

(aka your priority audience groups)



Why is it important to understand your audience?





# Personas

Buyer personas are fictional, generalized representations of your ideal customer.



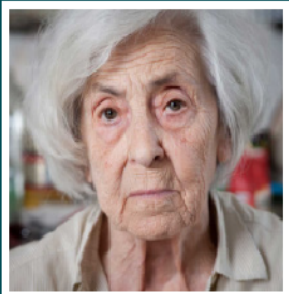
The average attention span for the notoriously ill-focused goldfish is nine seconds, but according to this study from Microsoft, people now generally lose concentration after eight seconds, highlighting the affects of an increasingly digitalized lifestyle on the brain. So you better know who you're speaking to and make sure you're being relevant. Or poof. Their gone.





# Personas

## What's Included



**ELDERLY  
ELAINE**

*"I fall once a week  
because this place is not  
handicap accessible."*

AGE: 66-69  
WORK: DOES NOT WORK  
FAMILY: SINGLE  
GENDER: FEMALE  
INTERESTS: NEWS UPDATES,  
HOME ENTERTAINMENT

TL

PROPERTIES  
LLC

AFFORDABLE PERSONA HIGHLIGHTS: ELDERLY	
MOTIVATIONS:	BIO:
SAFETY CONVENIENCE RESPECT	Elaine may exaggerate the truth a bit, but regardless, she certainly feels she's not receiving what's due to her. At minimum, she doesn't feel she's being noticed. She doesn't work and she doesn't have a companion. She's lonely and hungry for acknowledgement.
CHALLENGES:	
CANNOT AFFORD TO LIVE ELSEWHERE CANNOT AFFORD MOVING EXPENSE PARKING	She may not be quick to pick up the phone to complain, but she's quick and willing to tell anyone about her troubles if the opportunity presents itself. Elaine just like things kept easy and simple. She's lived a long (and likely challenging) life and hopes that the basics - or what she considers the basics - are not something she needs to ask for. And when she does ask, she expects the follow through. Show her a little respect - in her mind - and she'll be a little easier to please.
PREFERRED CHANNELS:	
WORD OF MOUTH GOOGLE SEARCH NEWSPAPER	
COMMON OBJECTIONS:	
NO FOLLOW-THROUGH (LANDLORD) LIVING IN DES MOINES (DON'T WANT TO) ACCESSIBILITY (LIMITED)	
PERSONALITY:	
FRUSTRATED SKEPTICAL TIRED	

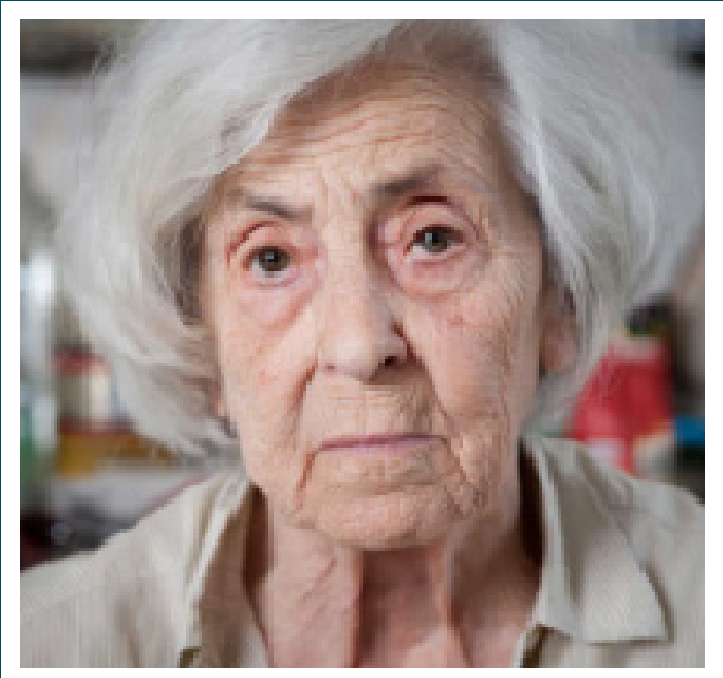
- Photo
- Background
- Demographics
- Psychographics
- Motivations
- Challenges
- Pain Points
- Communication Channels
- Quote





# Personas

## Example



### ELDERLY ELAINE

*"I fall once a week  
because this place is not  
handicap accessible."*

AGE: 66-69  
WORK: DOES NOT WORK  
FAMILY: SINGLE  
GENDER: FEMALE  
INTERESTS: NEWS UPDATES,  
HOME ENTERTAINMENT



## AFFORDABLE PERSONA HIGHLIGHTS: ELDERLY

#### MOTIVATIONS:

SAFETY  
CONVENIENCE  
RESPECT

#### CHALLENGES:

CANNOT AFFORD TO LIVE ELSEWHERE  
CANNOT AFFORD MOVING EXPENSE  
PARKING

#### PREFERRED CHANNELS:

WORD OF MOUTH  
GOOGLE SEARCH  
NEWSPAPER

#### COMMON OBJECTIONS:

NO FOLLOW-THROUGH (LANDLORD)  
LIVING IN DES MOINES (DON'T WANT TO)  
ACCESSIBILITY (LIMITED)

#### PERSONALITY:

FRUSTRATED  
SKEPTICAL  
TIRED

#### BIO:

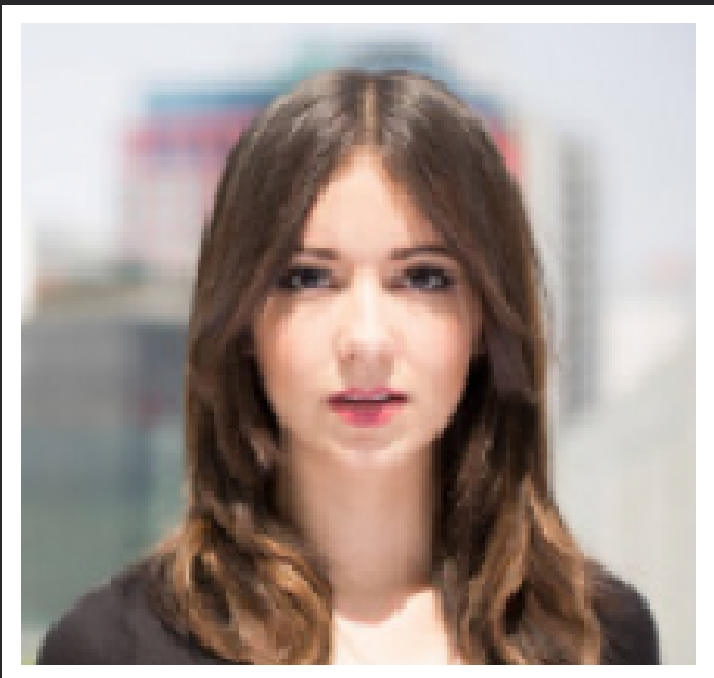
Elaine may exaggerate the truth a bit, but regardless, she certainly feels she's not receiving what's due to her. At minimum, she doesn't feel she's being noticed. She doesn't work and she doesn't have a companion. She's lonely and hungry for acknowledgement.

She may not be quick to pick up the phone to complain, but she's quick and willing to tell anyone about her troubles if the opportunity presents itself. Elaine just like things kept easy and simple. She's lived a long (and likely challenging) life and hopes that the basics – or what she considers the basics – are not something she needs to ask for. And when she does ask, she expects the follow through. Show her a little respect – in her mind - and she'll be a little easier to please.



# Personas

## Example



### MILLENNIAL MADDIE

*“They had good discounts and most of what I needed.”*

AGE: 26-35  
WORK: FULL-TIME  
FAMILY: SINGLE BUT DATING  
GENDER: FEMALE  
INTERESTS: TRAVELING, FRIENDS,  
HINTERLAND AND SOCIALIZING



## CONVENTIONAL PERSONA HIGHLIGHTS: MILLENNIALS

#### MOTIVATIONS:

INDEPENDENCE/WORK LIFE BALANCE  
PROXIMITY TO ENTERTAINMENT  
AFFORDABILITY + UPDATES

#### CHALLENGES:

MONEY  
TO BE HEARD  
JOB SATISFACTION

#### PREFERRED CHANNELS:

TEXT MESSAGE    INSTAGRAM  
CHATBOTS        GOOGLE SEARCH

#### COMMON OBJECTIONS:

NOT ENOUGH PARKING  
LIGHTED PARKING  
MAINTENANCE NOT BEING TAKEN CARE  
OF JUST KEEP IT CLEAN, PLEASE  
CRIME IN NEIGHBORHOOD

#### PERSONALITY:

FINDING MEANING  
ADVENTUROUS  
AMBITIOUS

#### BIO:

Transitioning from campus living to her own dwelling has been a big step and Maddie is price conscious, but will pay a little extra to be close to recreation, bars, shopping outlets and restaurants. And for some some upgraded fixtures! She really prefers a little bit of pampering, so appreciates a garage and some in-unit laundry. She wants a landlord she can trust and one that is organized enough that she feels she's investing her money in the right place.

Maddie also cares about what people are saying. If a user review is no good - then the product won't get a second glance from her. Flexibility with her lease is an added bonus. She's uncertain about her future and changed jobs twice in the last three years.

Maddie is a Blue Apron subscriber and appreciates new foods she can create in her kitchen - which she prefers open. Maddie doesn't like to feel confined. On some weekends she volunteers with the Animal Rescue League and likes to rent paddle boats at Gray's Lake.



# Personas

Where do I start?

Research

**Qualitative (Why):** Dig in here. Understand why people think or behave the way they do.

Examples: in-person focus groups, individual interviews, online communities.

**Quantitative (What):** Find out what they think about a particular topic. Use to statistically estimate the viewpoints of your target audience.

Examples: online surveys, polls





# Personas

## Sample Questions / Categories (B2B)

**Demographic:** age, marital status, geographical area, etc.

**Industry/Business:** where work, size of company, employment status, etc.

**Business Role and Goals :** title, responsibilities, reporting structure, achievements, etc.

**Business Challenges:** what faced with, how overcome, etc.

**Decision Making:** are you a decision maker or influencer, who is involved in buying process, etc.

**Information Sources:** social channels, news publications, industry events, etc.

**Relationship:** how long buy our products, how feel about us, etc.

**Strengths:** what most appreciate about us, etc.

**Weaknesses:** what are your biggest complaints, what must change, etc.

**Comparatively:** how compare to others in this space, etc.





# Tools for You!



[Content Harmony](#):

Word template for use.



[Xtensio](#):

Free online template for use.



[UXpressia](#):

Paid online template for use.



[Survey Monkey](#):

Free tool to capture customer insights.





# Messaging



Write it down. Learn it. Live it.





# Messaging Hierarchy





# Messaging

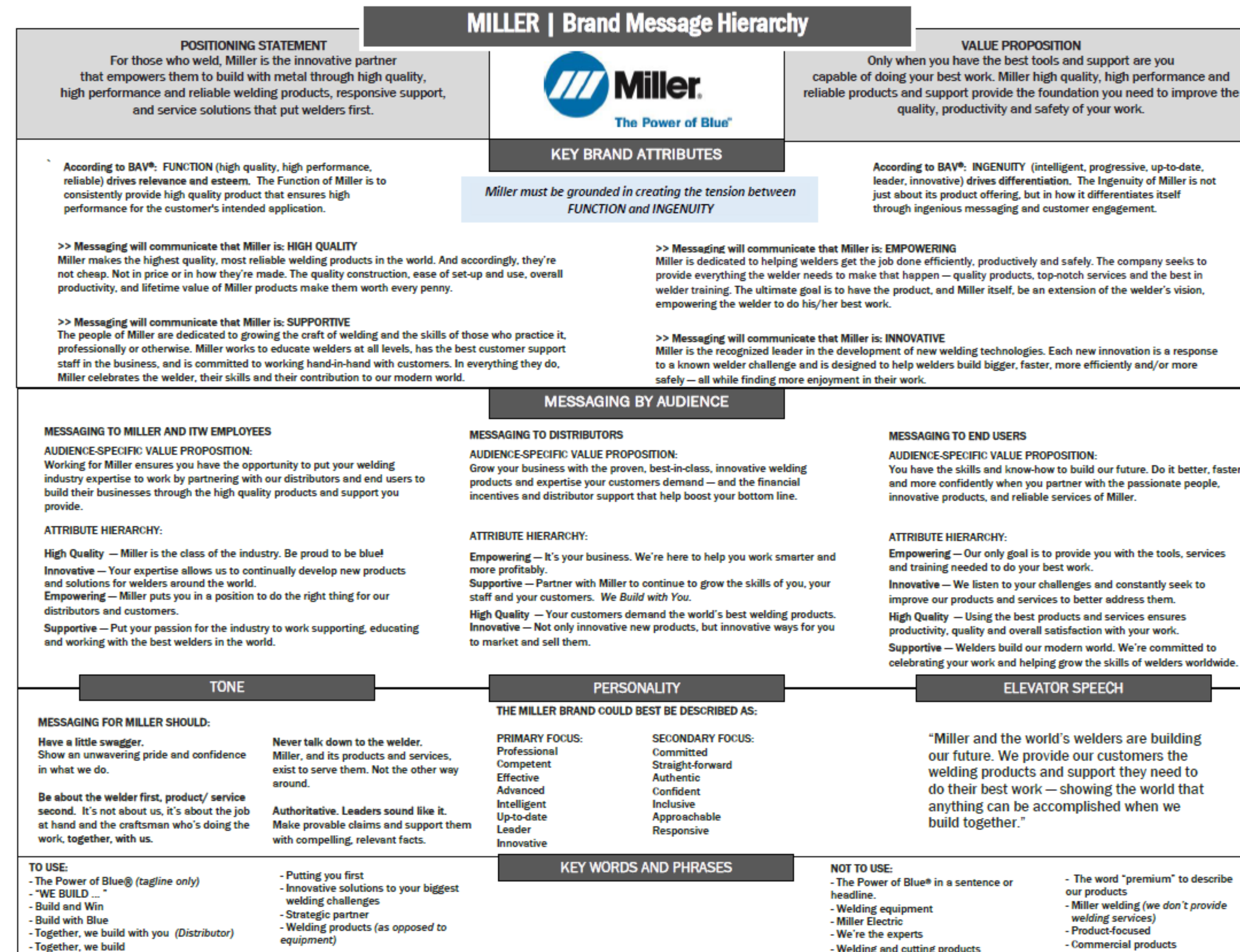
## Positioning Statement & Value Proposition

### Key Brand Attributes

### Messaging by Audience

### Tone & Personality

### Key Words & Phrases



BAV® (Brand Asset Valuator) is the world's largest database and model on brands developed by Young and Rubicam Advertising (Y&R).

Rev. 8/27/2014





# Content Calendar



# Content Calendar

A comprehensive editorial calendar providing you with a month by month content map of messaging by audience and channel.

Event   Property	January	February
Holidays   Special Occasions	January 1: New Year's Day January 4: Nat'l Trivia Day January 19th: Nat'l Popcorn Day January 21: Nat'l Squirrel Appreciation Day January 24th: National Compliment Day	February 1: Nat'l Freedom Day February 2: Groundhog's Day February 3: SuperBowl February 6: Monopoly on sale (1935) February 9: Hershey's Choc Founded Feb 14: Valentines Day Feb 17: Random Acts of Kindess Day
Boone Park Apartments Boone, Iowa	<a href="https://www.boonegov.com/">https://www.boonegov.com/</a>	Ames: <a href="https://www.thinkames.com/events/?start_date=1550188800&amp;end_date=1551312000&amp;event_filter=range&amp;check-range=Search#">https://www.thinkames.com/events/?start_date=1550188800&amp;end_date=1551312000&amp;event_filter=range&amp;check-range=Search#</a>
Carlisle Park Apartments Carlisle, Iowa	<a href="https://carlisleiowa.org/">https://carlisleiowa.org/</a>	<a href="http://members.pella.org/events">http://members.pella.org/events</a>
Indianola Park Apartments Indianola, Iowa	<a href="https://www.indianolaiowa.gov/">https://www.indianolaiowa.gov/</a>	<a href="http://members.pella.org/events">http://members.pella.org/events</a>
Nevada East Park Village Apartments Nevada, Iowa	<a href="http://cityofnevadaiaowa.org/default.php">http://cityofnevadaiaowa.org/default.php</a>	Ames: <a href="https://www.thinkames.com/events/?start_date=1550188800&amp;end_date=1551312000&amp;event_filter=range&amp;check-range=Search#">https://www.thinkames.com/events/?start_date=1550188800&amp;end_date=1551312000&amp;event_filter=range&amp;check-range=Search#</a>
Burbank Village Pella, Iowa	<a href="http://www.pella.org/">http://www.pella.org/</a>	<a href="http://members.pella.org/events">http://members.pella.org/events</a>
Lake Park Apartments Polk City, Iowa	<a href="https://polkcityia.gov/">https://polkcityia.gov/</a>	Ames: <a href="https://www.thinkames.com/events/?start_date=1550188800&amp;end_date=1551312000&amp;event_filter=range&amp;check-range=Search#">https://www.thinkames.com/events/?start_date=1550188800&amp;end_date=1551312000&amp;event_filter=range&amp;check-range=Search#</a>
Park Place Apartments Huxley, Iowa	<a href="https://huxleyiowa.org/">https://huxleyiowa.org/</a>	Ames: <a href="https://www.thinkames.com/events/?start_date=1550188800&amp;end_date=1551312000&amp;event_filter=range&amp;check-range=Search#">https://www.thinkames.com/events/?start_date=1550188800&amp;end_date=1551312000&amp;event_filter=range&amp;check-range=Search#</a>
Newton Park Apartments Newton, Iowa	<a href="https://newtongov.org/">https://newtongov.org/</a>	<a href="http://members.pella.org/events">http://members.pella.org/events</a>



# Content Calendar

	January 2017 Content Calendar											
Week 1	Sunday		Tuesday		Wednesday		Thursday		Friday		Saturday	
Content	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Blog Posts												
Twitter												
Facebook												
Podcasts												
YouTube												
Email												
Events												
Week 2	Sunday		Tuesday		Wednesday		Thursday		Friday		Saturday	
Content	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time	Content	Time
Blog Posts												
Twitter												



# Tools For You



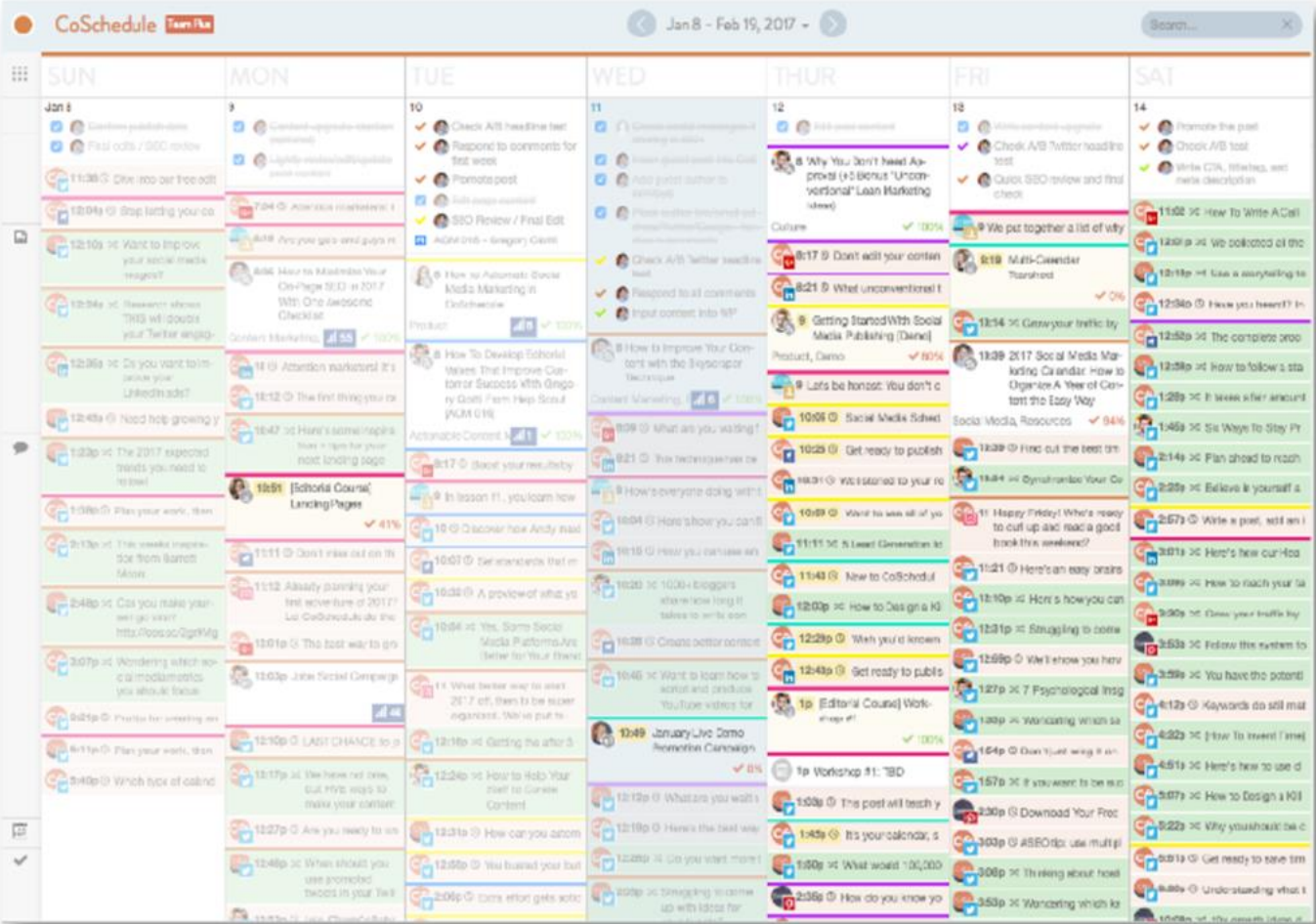
Messaging:

You have a handout!

Content Calendar:



	A	B	C	D	E	F	
1		Jan					
2	Theme						
3	Content/Project Name	Content Type	Team Members/Roles	Funnel Stage	Publish Date	Keyword	Ima (C Drive
4	A Great Blog Post	Blog Article	Ben Sailer	TOFU	Jan. 17	"great post"	
5							
6							
7							
8							
9							
10							
11							
12							





# Today's Agenda

## **Your Audience.** Your Brand.

- Why It's Imperative to Identify Your Brand AND Your Audience. So You're Consistent and Relevant.
- Steps to Take to Truly Understand Your Audience. Research. Talk to Them. Be Intentional.
- How to Capture that Knowledge in a Useable Format. Personas.
- How to Make that Knowledge Actionable in the Marketing Space. Messaging. Planning Content.



# Thank You!

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