About Me

Digital Marketing Consultant, Speaker, and Teacher

- 10 year of digital marketing and data analytics professional experience
- Led strategies at organizations from Fortune 500 companies to small businesses
- Founder Meta Impact, a digital marketing consultancy
- Instructor at Cleveland State University

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Bringing Consulting To The Classroom

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Bringing consulting into the classroom enhances learning

- Real world problems
- Real data
- Interactive activities
- Group problem solving
- Treat students as coworkers all assigned to the same client

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My Favorite Consulting Activity

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Interactive Digital Persona Workshop

- Insightful, educational, and engaging
  - In the workplace
  - In the classroom
- Planning the lesson
  - The Concept Introduction
  - The Activity Framework
  - The Data
  - The Conclusion

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Why personas?

- Personas are widely used in business
- Businesses need to intimately know consumers to market to them effectively
- The foundation of digital marketing is data
- Personas based on data are a nonintimidating way to get students started

Learning objectives

- By the end of the activity students should understand that…
- the foundation of a successful strategy is intimately knowing your customers
- marketers need to continually monitor data to evolve strategies
- digital marketing is effective at the overlap of business and consumer needs
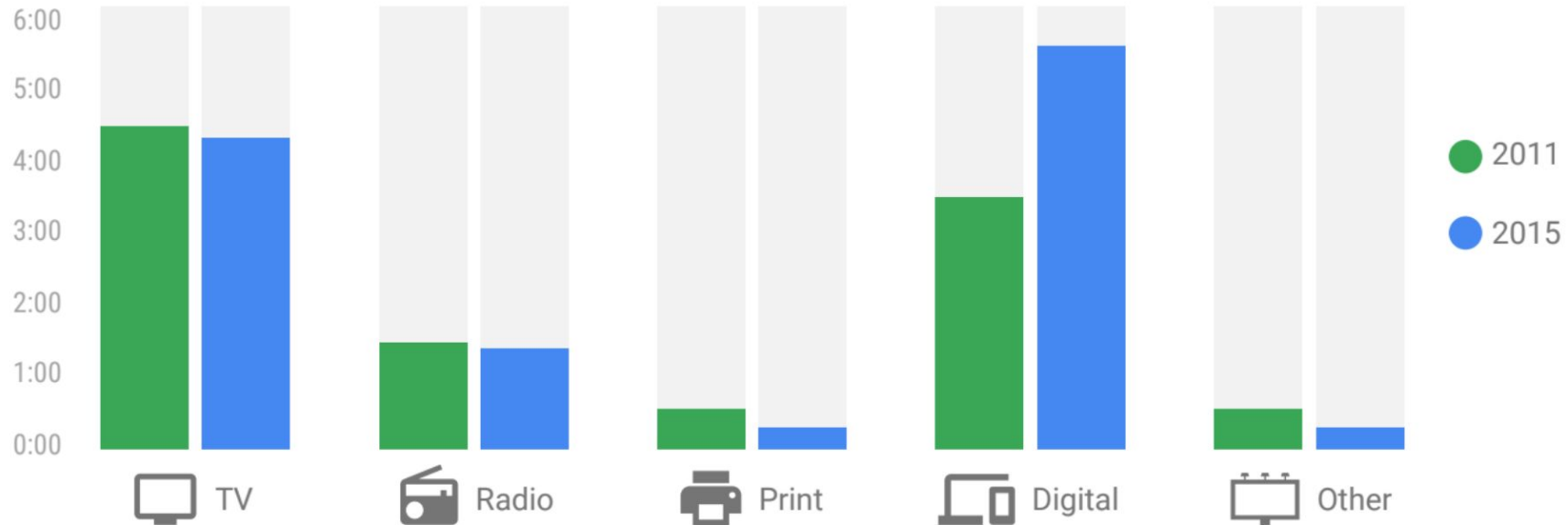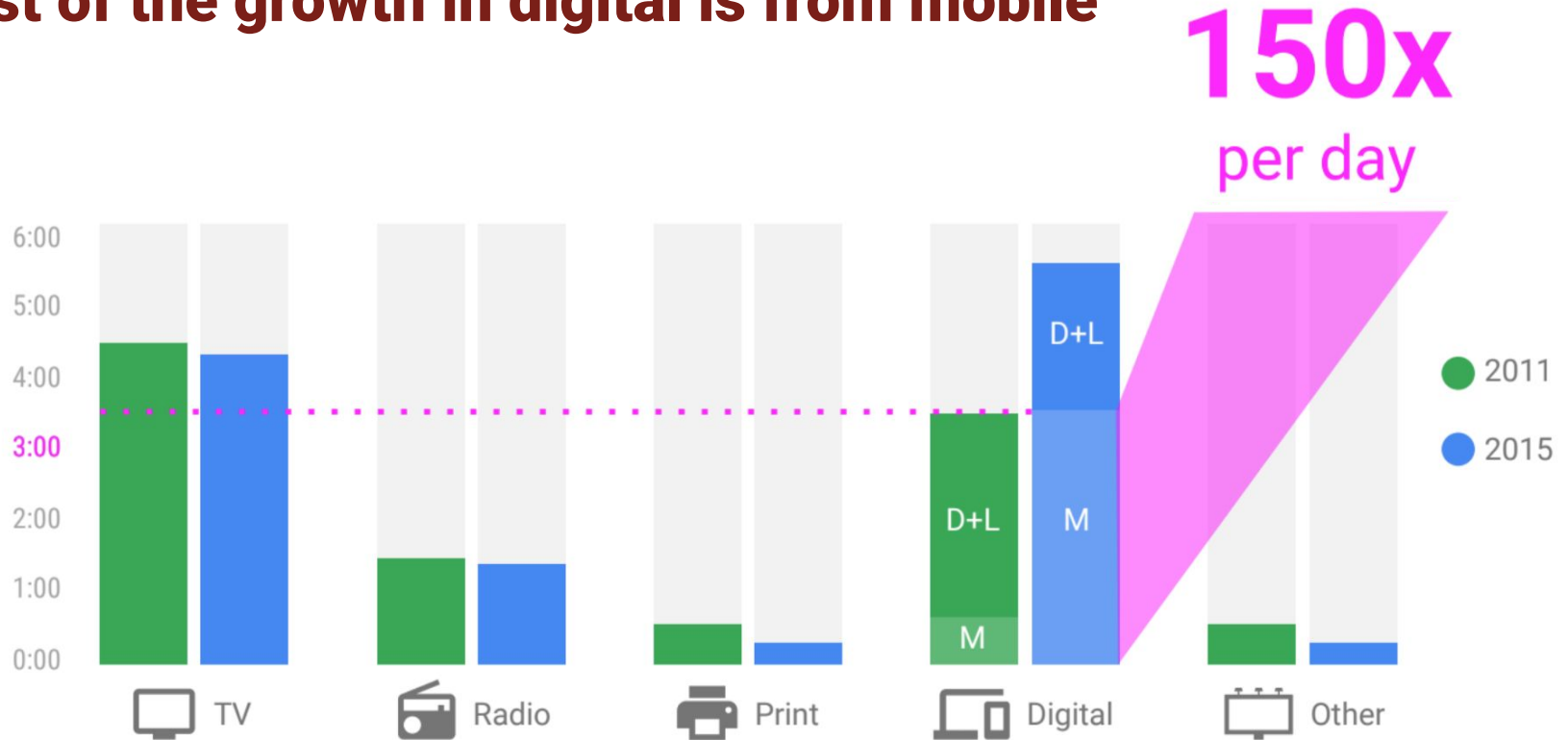
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The Concept Introduction

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The foundation of successful marketing is knowing customers

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Average time spent per day shifts to digital for US adults

Legend: 2011 (green), 2015 (blue)

Categories: TV, Radio, Print, Digital, Other

Y-axis: 0:00, 1:00, 2:00, 3:00, 4:00, 5:00, 6:00

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Source: eMarketer 2015 from US Census

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Most of the growth in digital is from mobile

150x per day

6:00
5:00
4:00
3:00
2:00
1:00
0:00

TV
Radio
Print
Digital — D+L, M
Other

D+L
M

● 2011
● 2015

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Source: eMarketer 2015 from US Census

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Marketers need to understand consumer behavior
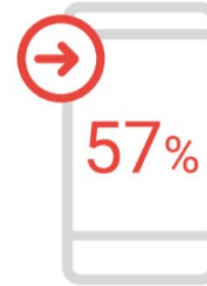
People complete tasks across screens
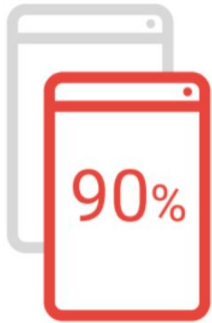
90% of smartphone users say they've used their phone to make progress toward a long-term goal or multi-step process while "out and about."

Digital drives people into physical locations

**40%** of consumers call or locate a business on a smartphone before arrival

Mobile drives calls

57% of smartphone users call to talk to a real person after searching for information on their phone because they want to talk to a real person

Source: IPSOS The New Multi-Screen World 2012
IPSOS Digital Impact on in-store shopping 2014
IPSOS Consumers in the Micro Moment 2015

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Digital reality of consumer journey

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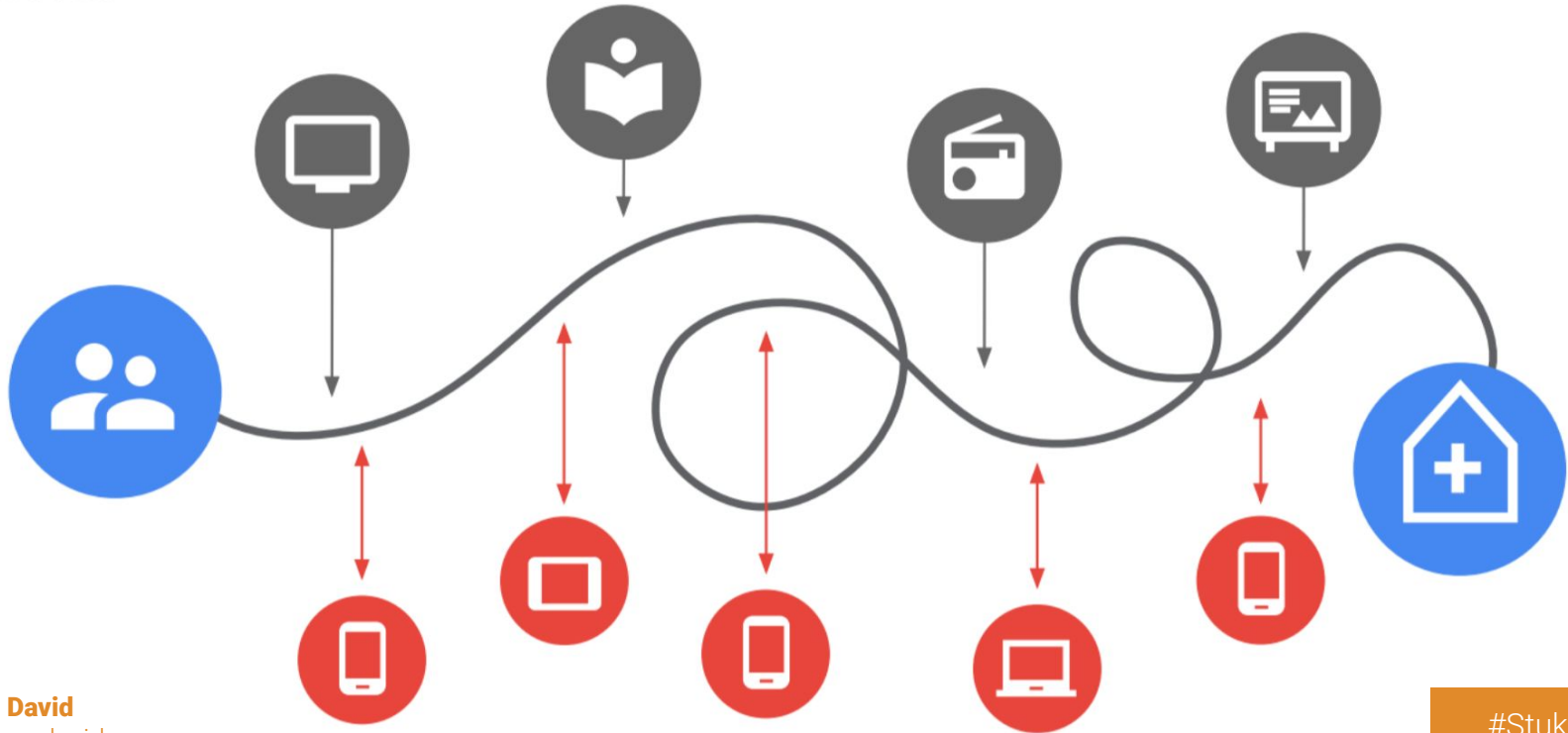
Consumers have high expectations

Effortless
Consumers want to get started **researching, comparing and selecting** products with ease

Seamless
No matter the device, they want to pick up where they left off **without missing a beat**
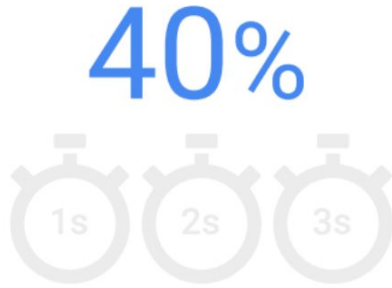
Effective
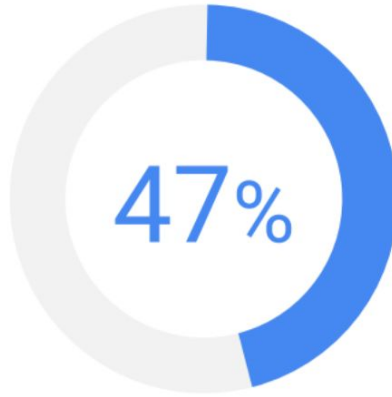When possible **they want to get things done** on phones with frictionless experiences

Ubiquitous
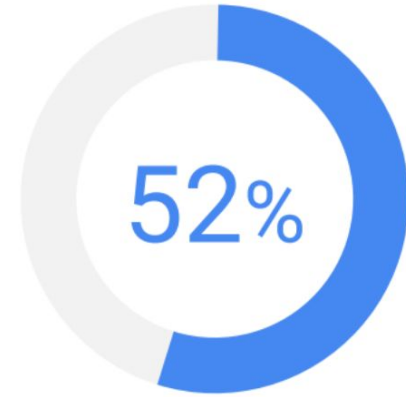The experience should come to consumers, **wherever they are**

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Consumers have high <u>speed</u> expectations

40%

Will abandon a site that takes >3 seconds to load

47%

Expect a page to load in <2 seconds

52%

Say fast load time speed is important to brand loyalty

Source: Kissmetrics

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Consumers have high __speed__ expectations

Encountering unplayable videos	14%
Getting redirected to the homepage	13%
Waiting for slow pages to load	46%
Being shown interstitials	16%
Other – Let us know in the comments	11%
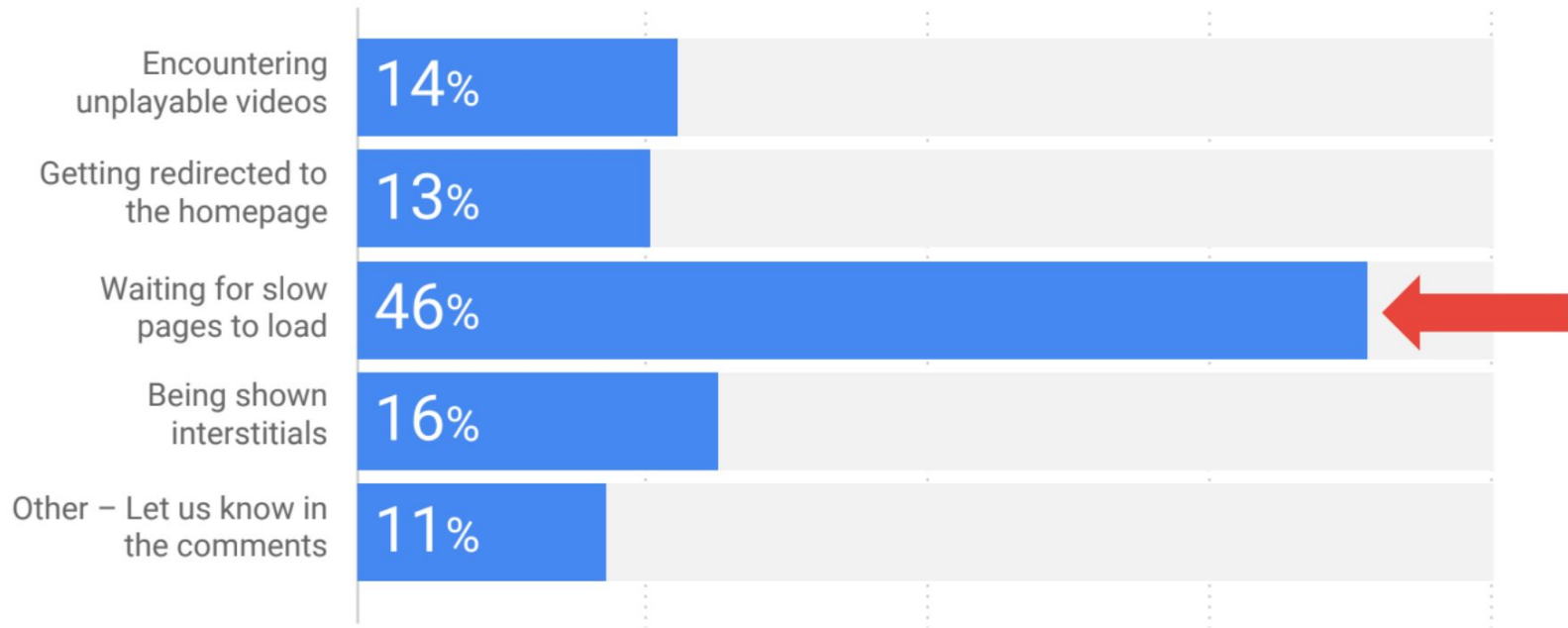
Source: Google Webmaster Central Blog April 27, 2015

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Evolving this base consumer understanding into actions

- Businesses use traditional marketing research and layer on digital analytics
- They use personas to target and tailor marketing messaging
- Each business has multiple personas but often identify a primary persona

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#gamelover
#socialanimal
#adrenalinerush

John Doe

ABOUT

John is a professional gamer who is passionate about winning in some big competitions that are hosted by big E-sports brands. He has over 10 years of experience of playing games competitively and won almost 20 huge titles. He has a natural talent for desktop game specifically.

PREFERENCES

Online Games
Console Games
Augmented Reality Games
Virtual Reality Games
Board Games

GOALS

- Get notified of the local/global competitions for his favorite games

- Find local/online friends who plays the same game so that he could play with them whenver they are free

PAIN POINTS

- Competitions are all over the place and there isn't a website that has all the info

- There are multiple ways to call/message game friends and it's hard to keep track of who's on which channel

KNOWN HABITS

- Always look for friends who are online before starting any game

- Usually participate in at least 5 online/ offline competitions each month

- Very sensitive to time waste because he doesn't want anyone to beat his current score

FAVORITE BRANDS

RIOT GAMES

BLIZZARD ENTERTAINMENT

EA

Disney

"I love to compete with others and when I do, I always try my best to win"

AGE 35
JOB TITLE Pro Gamer
STATUS Married
LOCATION Seattle, WA

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The Activity Framework

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I need your help with a client

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Key primary persona questions to answer

- How old are they?
- Are they male or female?
- Where do they live?
- What is their level of education?
- What are their interests and hobbies?
- Where do they work?
- Do they have a family?
- What are they passionate about?
- What is their name?

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The Data

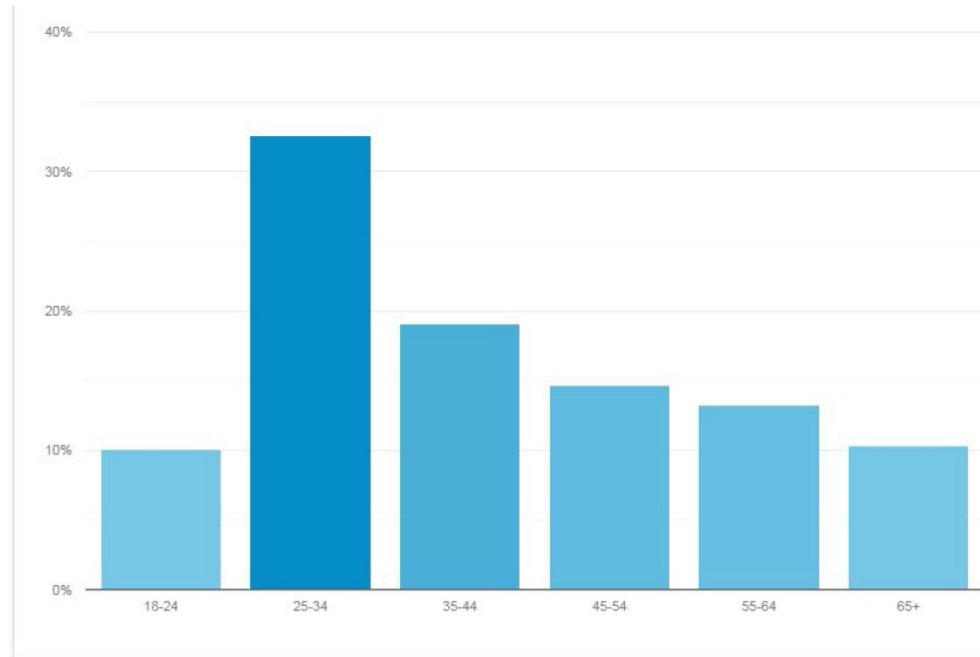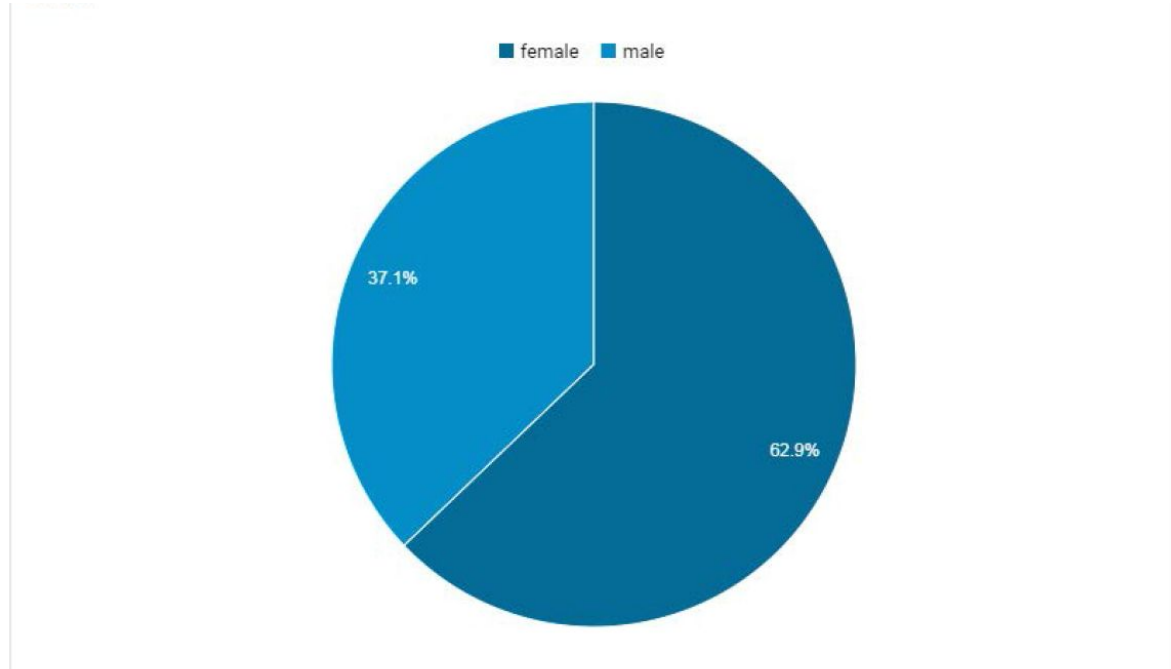# Collect demographic and psychographic data for activity

- Leverage your university's, a partner's, or a local business's data
- Convey the value your classrooms analysis could provide
- To collect the data you need access to their…
  - Facebook Analytics
  - Twitter Analytics
  - Instagram Analytics
  - Google Analytics
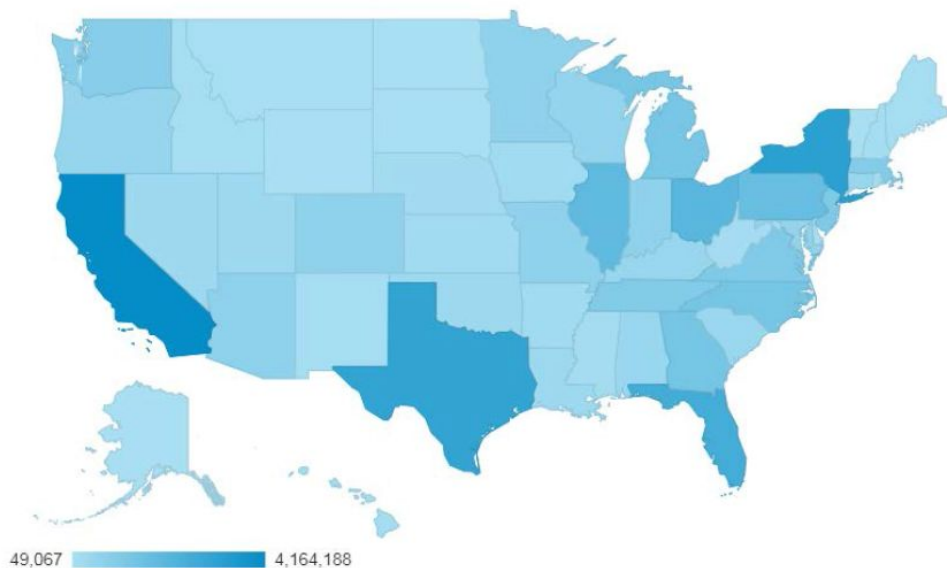- Can't get access, leverage this dataset at nathanpdavid.com/stukent

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Collect demographic and psychographic data for activity

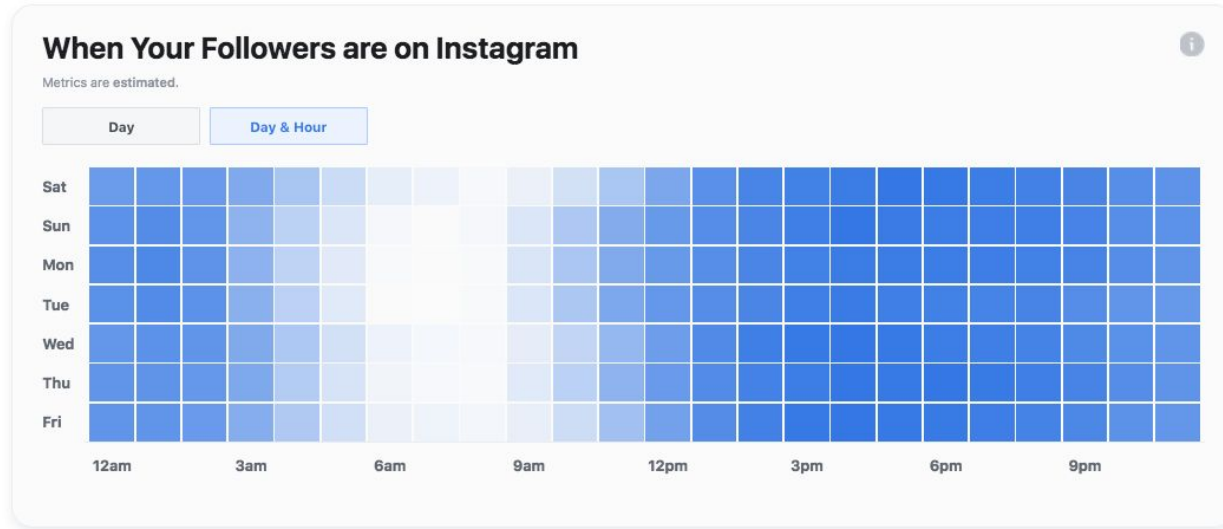# Collect demographic and psychographic data for activity

Collect demographic and psychographic data for activity
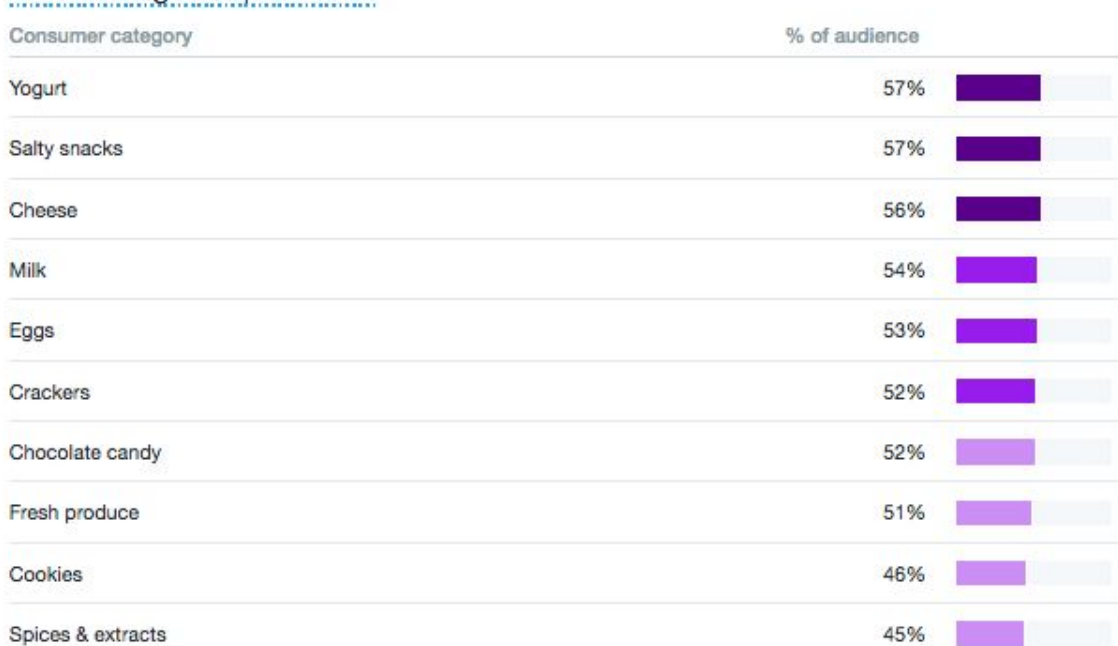

1. California
2. New York
3. Texas
4. Florida
5. Ohio
6. Illinois
7. Pennsylvania
8. Georgia
9. North Carolina
10. Michigan

49,067 ▭▭▭ 4,164,188

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Collect demographic and psychographic data for activity

Collect demographic and psychographic data for activity

Consumer goods purchases

Consumer category	% of audience	
Yogurt	57%	
Salty snacks	57%	
Cheese	56%	
Milk	54%	
Eggs	53%	
Crackers	52%	
Chocolate candy	52%	
Fresh produce	51%	
Cookies	46%	
Spices & extracts	45%	

Values based on 12.4% match rate from Twitter partners

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The Conclusion

Student responses to group consensus

- White board through the each question
- Have students use data to persuade the group on each characteristic of the primary persona
- Get into details not provided by the data to push creativity

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How old are they?

28

Are they male or female?

female

Where do they live?

new york, Brooklyn

What is their level of education?

college grad.

What are their interests and hobbies?

healthy food & entertainment & relaxing & music

Where do they work?

work at accounting firm in NY

Do they have a family?

yes; married + 1 kid + dog

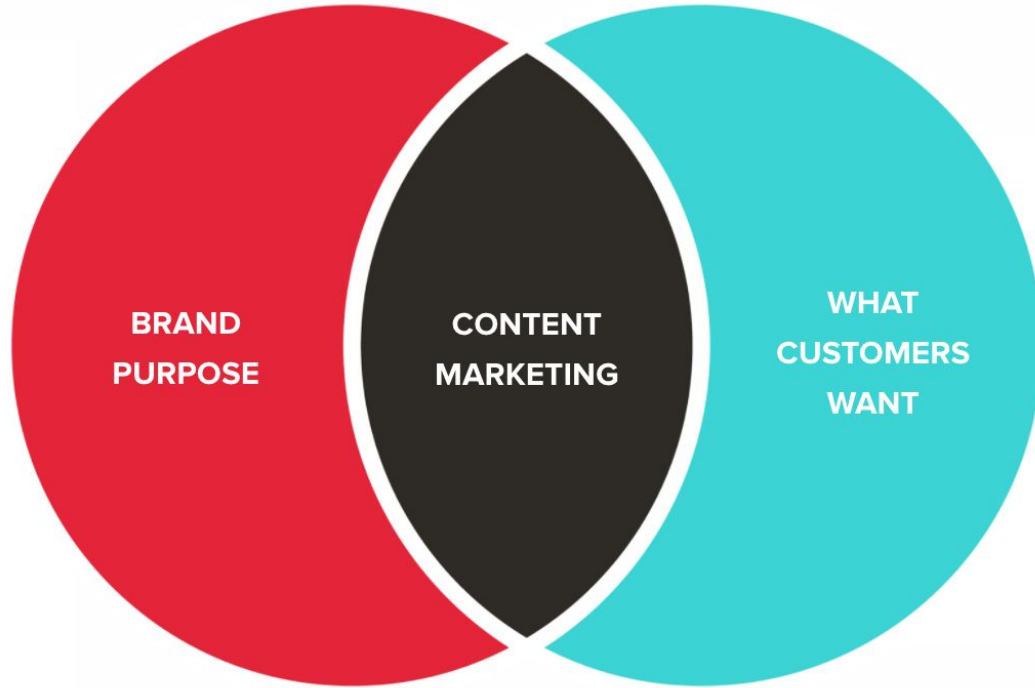What are they passionate about?

their job, their lifestyle, family

What is their name?

Jamie Robert

The persona consensus

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How does this persona enhance future marketing?

I AM GREAT

BRAND PURPOSE

CONTENT MARKETING

WHAT CUSTOMERS WANT

NewsCred

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Key student takeaways

- The foundation of a successful strategy is intimately knowing your customers
- You need to continually monitor data to evolve strategies
- Digital marketing is effective at the overlap of business and consumer needs

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Please don't hesitate to contact me. I am always looking to knowledge share and collaborate with other educators.

Materials: nathanpdavid.com/stukent