



Identify your target audience: Transform them from customers to advocates through amazing content

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@stickyeyes #MarketingExpo18





Understand your audience

Building out your personas

Segmenting your content

Building trust, creating advocates

Assess your strategy

Key takeaways



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**“I want my content to reach
CEOs and business
owners”**



**When it comes to
understanding
your audience...**



untapped goldmine.



Your social channels are a valuable resource



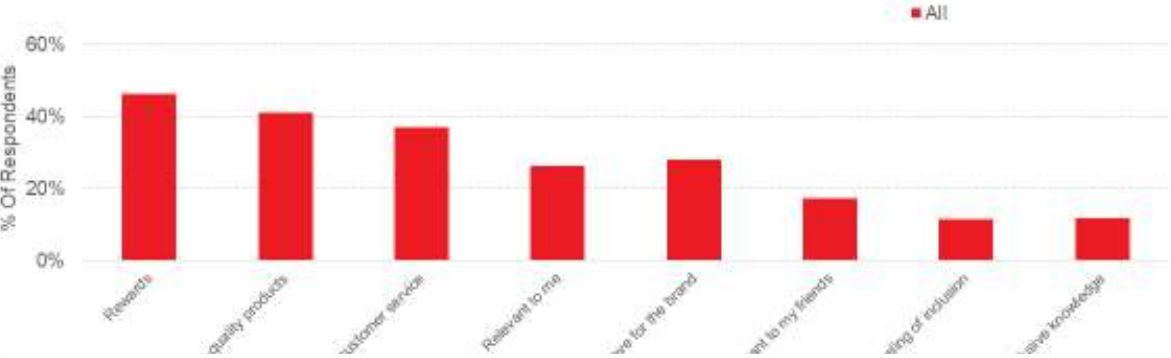
What if it's not enough?



Example GWI output

Brand advocacy.

This audience is looking for brands to be great at what they do – after rewards, it's quality products and great service which are most likely to generate advocacy.



- 18m customers
- 40 countries
- Social media trends

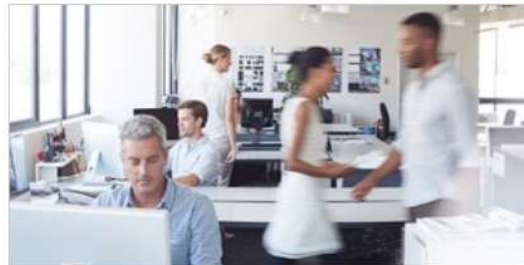


globalwebindex

- 4m-strong community
- Market intelligence reports

Samsung's brand perception is at a high as S9 device is released

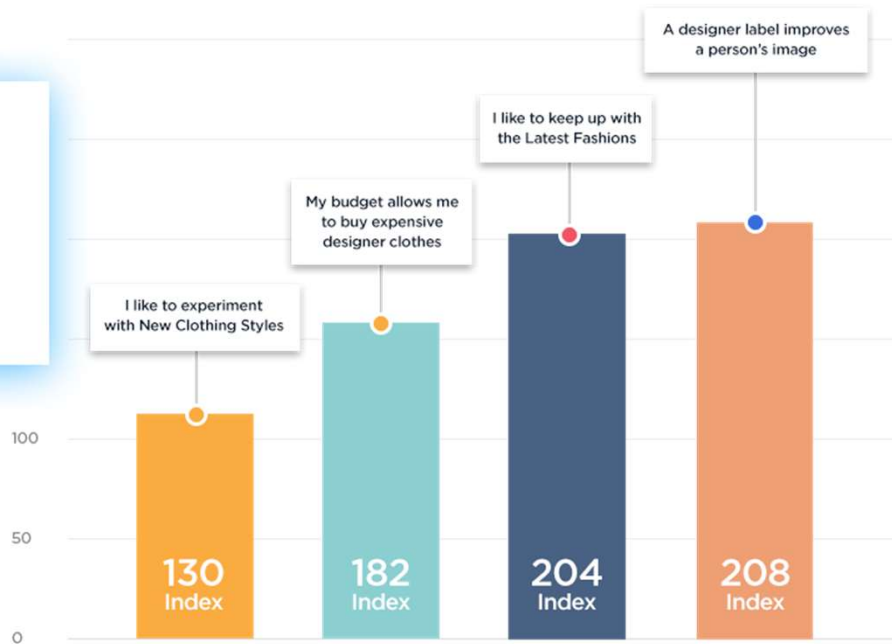
Women are less likely to be given opportunities or rewards in the workplace than men



New YouGov research looks at which experiences at work men and women are most and least likely to share (Comments: 0)



hitwise



Hitwise offers a deeper understanding of who your consumers are and what they like

- 3m UK panellists
- Info on 9m websites
- 150m mobile devices



**You've got loads of info.
Now what?**



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**You can't be all things to all
people.**



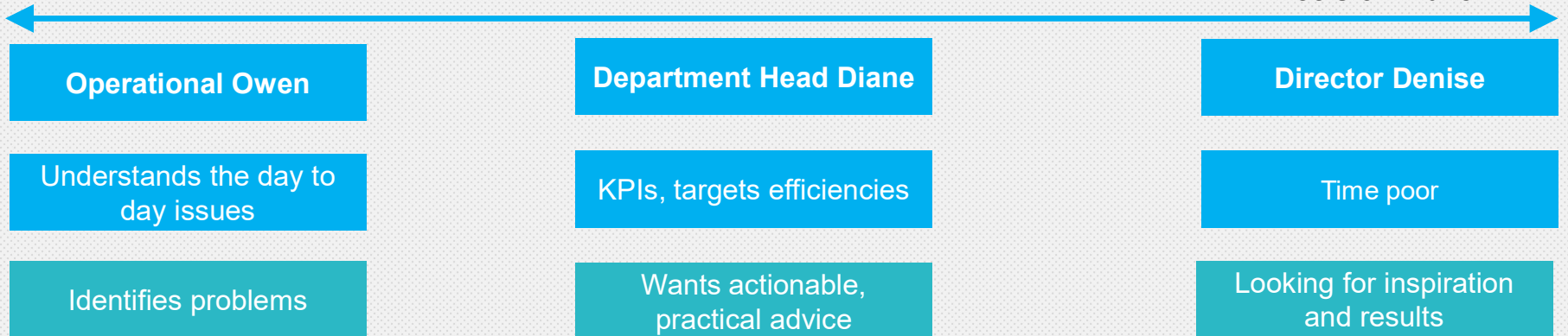
Influencer



Content influencer



Decision maker





Why should they read your content?

1. It solves a problem
2. It saves time
3. It makes financial sense
4. It benefits the business overall



**Identify the type of content
they need.**

Use your insights.



Pain points: Diane's user journey

Marketing spend isn't paying off

Looks for an alternative place for investment

Needs measurable results

Case studies demonstrating how your company has improved ROI for others.

A reason to recommend

Problem

Action

Priorities

Opportunity

Advocacy



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Business

Key aim of content

Key theme / overall message: buy our stuff/brand awareness?

The messages for each persona

OWEN

“We can help you progress”

Whitepapers
How-to guides

DIANE

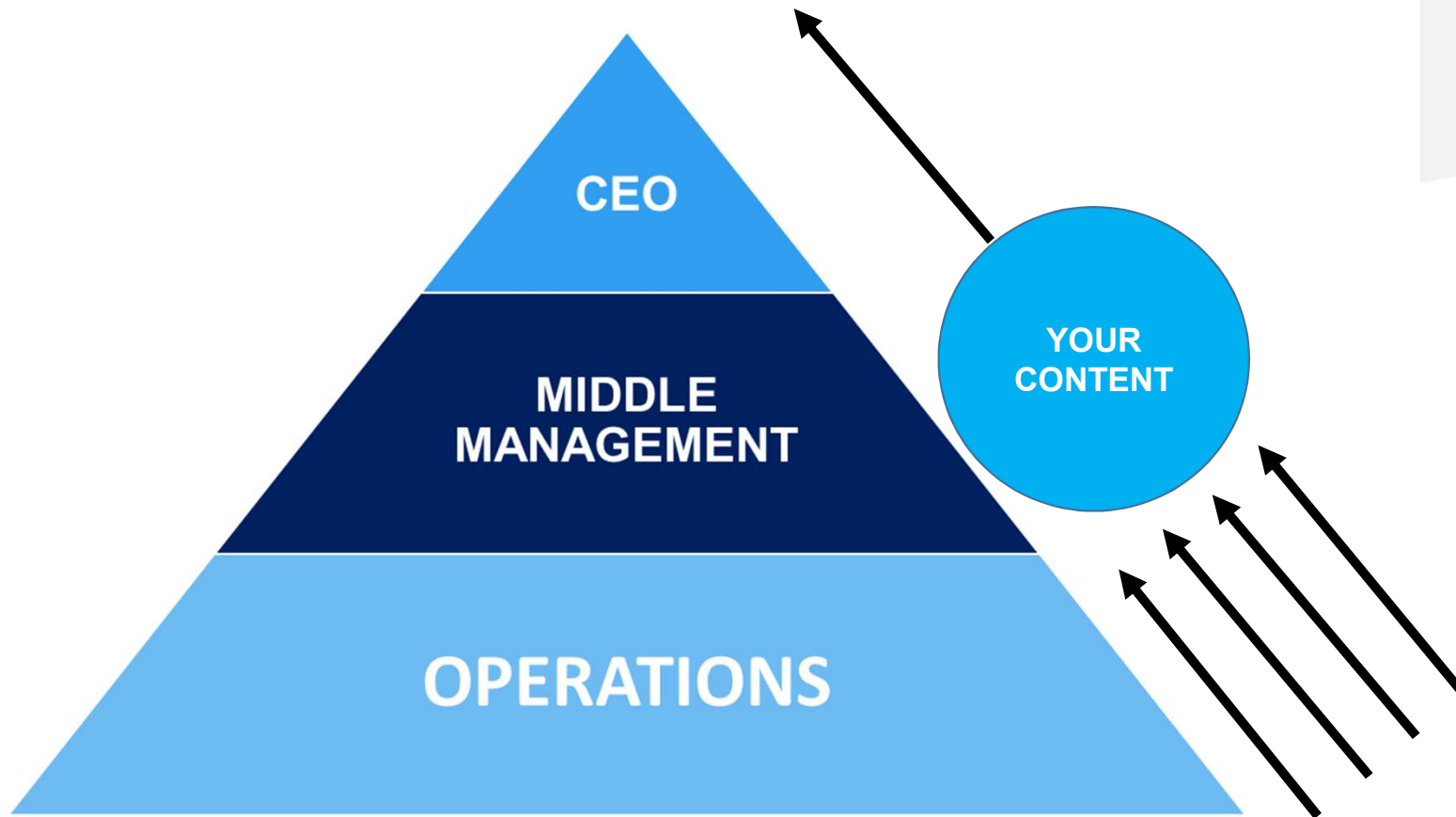
“We can help you create efficiencies”

Blog posts
Infographics
Guides

DENISE

“We can help you innovate”

Competitor analysis
In-depth whitepapers
Infographics



It's an uphill battle.

**Stack the deck
in your favour.**



Build trust.



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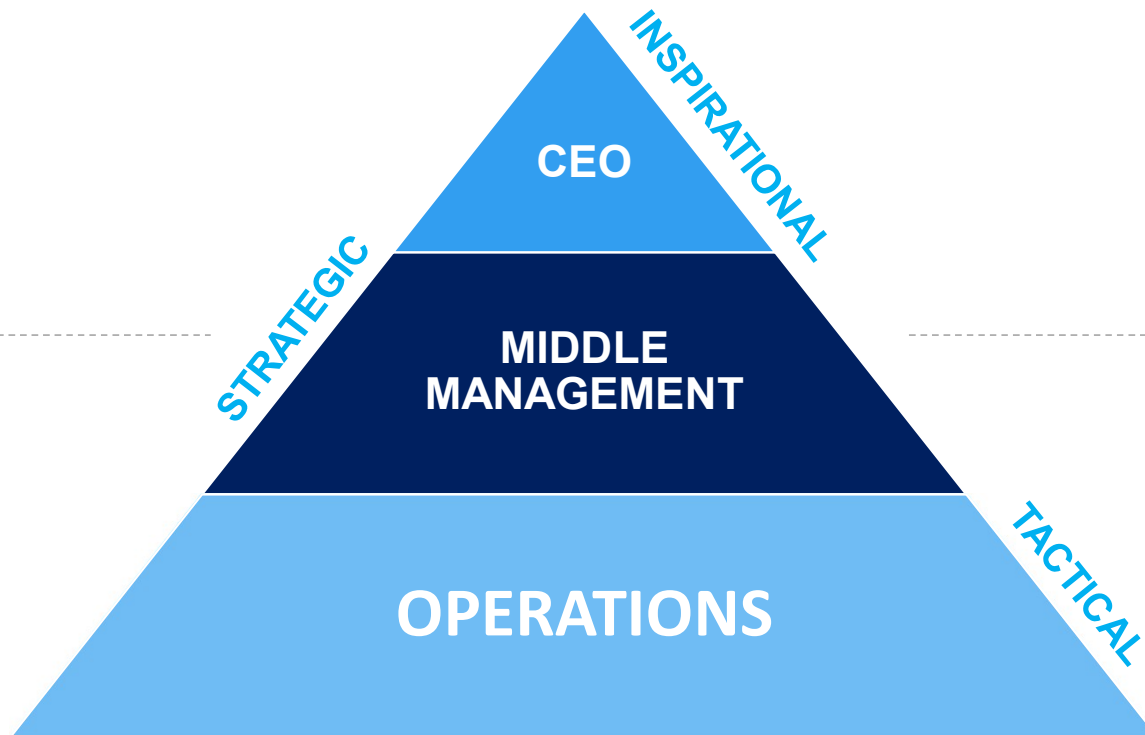
Who gets your content?

Can they make a decision?

**Who is responsible for the end
decision?**

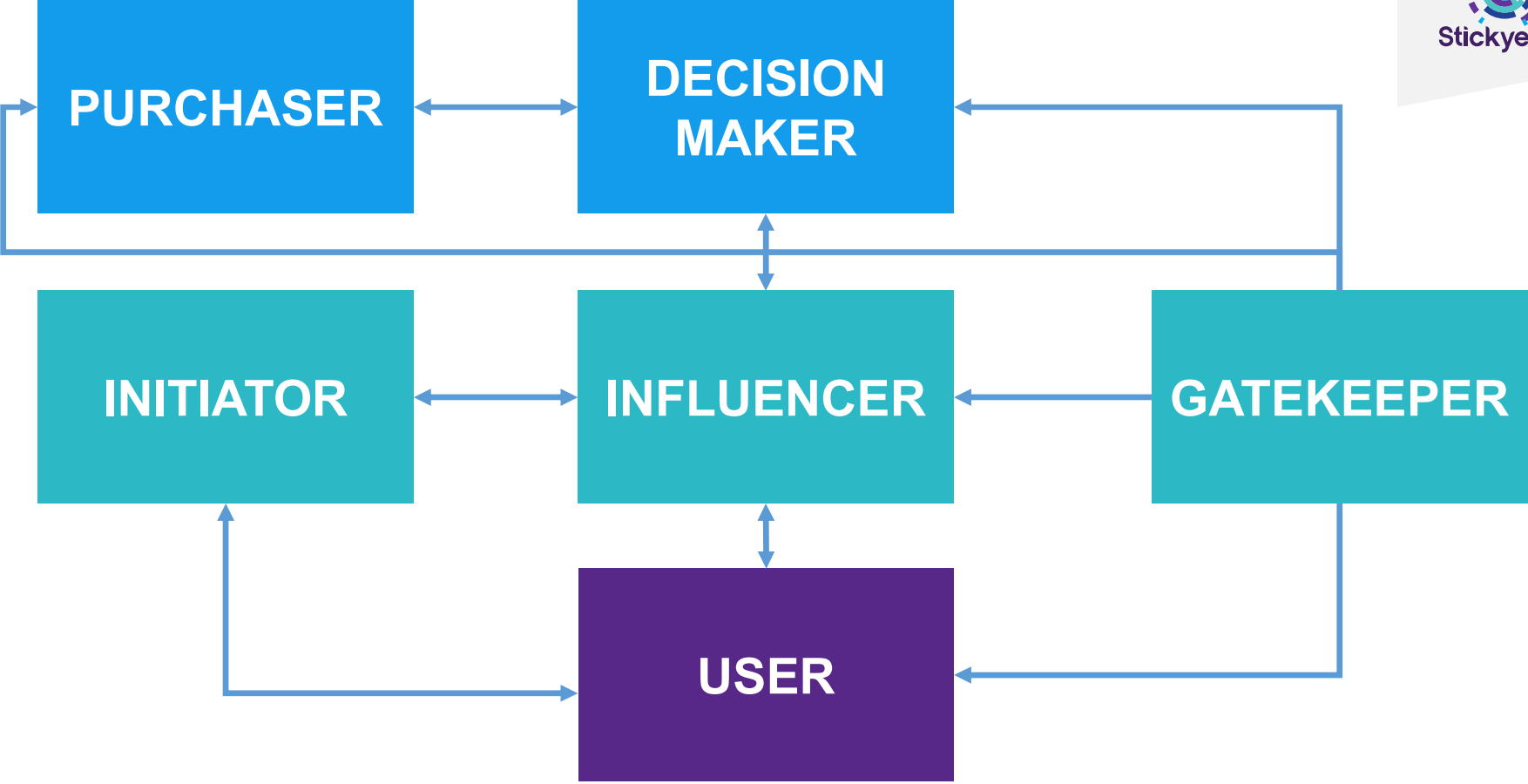
Who are your content influencers?

Perceive
a lack of
career
mobility



Want to
innovate,
but don't
know
how

<https://hbr.org/2014/11/why-middle-managers-are-so-unhappy>



The Decision Making Unit

YOU SHALL NOT PASS





Create advocates. Be:

- 1. Relevant**
- 2. Useful**
- 3. Trustworthy**

And focus on what you're good at.



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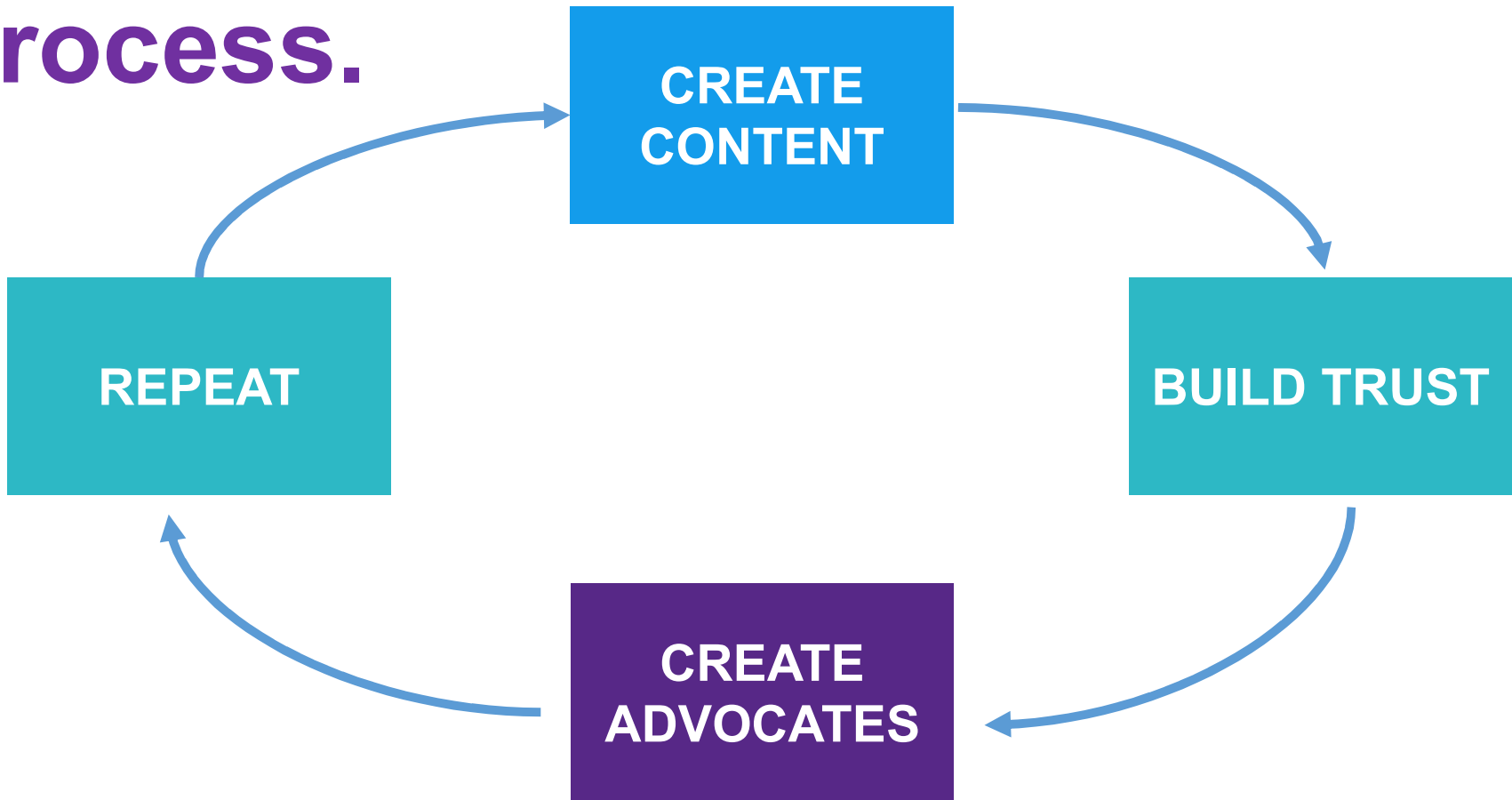
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Don't forget to assess.



It's an iterative process.





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1

Do the research: Who, what, why?

2

Build out your personas

3

Identify their pain points

4

Segment your messages

5

Assess if it's working. If not – reassess.

6

**Empower people with solutions and
build trust**

7

Focus on what you're good at.



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