

4 STEP GUIDE TO MAPPING THE IDEAL USER JOURNEY



1 - START BY DEFINING YOUR PERSONAS

PERSONA MARKETING

Simple Step by Step

THE IMPORTANCE OF TARGETING

The use of marketing personas makes websites 2-5 times more effective and easier to use

- : Personalising emails using personas improves click through rates by 14% and conversion rates by 10%



CREATING PERSONAS

RESEARCH, ANALYSE & SURVEY

Gather Intelligence, investigate your analytics, review sales data and collect data through surveys



DATA FOR PERSONAS

Find out: Likes/Dislikes
Values and needs



DEMOGRAPHICS, BEHAVIOUR, LIFESTYLE

Understand the key information about each of your different personas and consider how this will impact their behaviour



PRODUCT USE

Consider both the motivation of why your personas would be using your product and how they would use it differently to other groups



START CONSTRUCTING YOUR PERSONAS



You can now start to build your personas and go through the key stages

NAME & DEFINE



Segmenting trends in demographic or behavioural data helps distinguish different parts of the audience

Naming your persona helps visualise the individual

SITUATION & ATTITUDES



Define the persona's situation and attitudes towards the product

SCENARIOS



With the persona in mind create scenarios of what happens when the persona uses the product



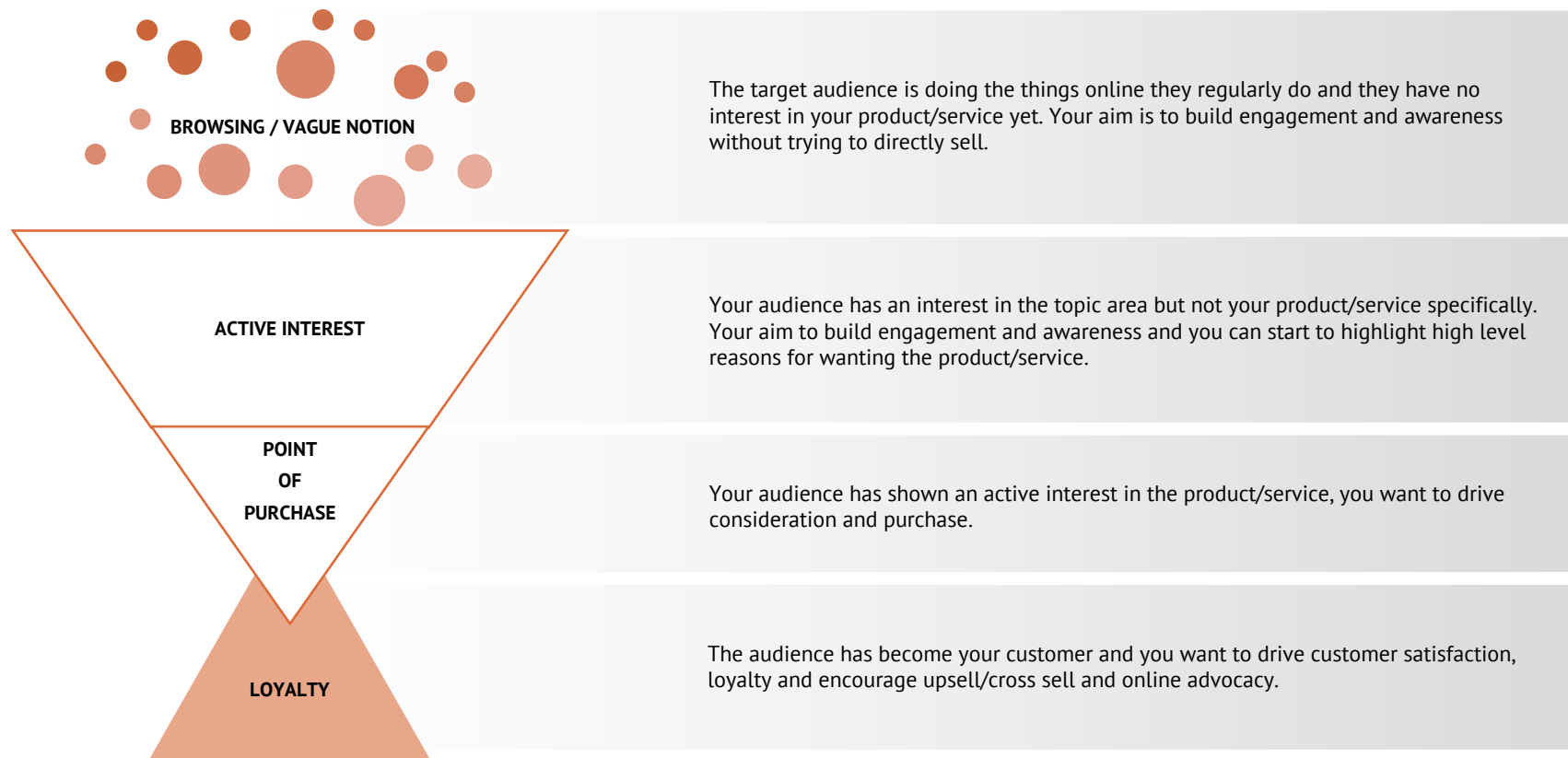
You can now use your personas to help build and test any of your marketing activities.

Constantly asking the question "Does this work for persona X?" will help you understand how you can improve all of your marketing efforts.

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2 - UNDERSTAND THE BASIC STAGES OF THE USER JOURNEY SO YOU CAN ENGAGE WITH YOUR TARGET AUDIENCE AT EVERY STAGE, NOT JUST WHEN THEY ARE BUYING





3 – CLARIFY YOUR BRAND POSITIONING SO YOU KNOW WHAT YOU STAND FOR AND WHAT YOUR CONTENT MARKETING WILL BE FOCUSED ON





4 – MAP THE USER JOURNEY TO IDENTIFY THE CHANNELS YOU SHOULD USE AND CONTENT YOU NEED

