How to utilise Persona

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When to utilise personas – strategy

Organisational strategy – Understanding the pet owning audiences will help identify where the opportunities for you as an organisation are, the crossover between your products and services and help shape your objectives around real audiences needs.
Combined with competitor analysis and a review of your internal capabilities

Website strategy – Utilise personas to understand more about the people that are or could be engaging with your website. Use the Personas to map user journeys, identify impactful content or services, assess your current offerings to see if they are meeting real needs.
Combined with Google Analytics, aligned with organisational objectives

Marketing and comms strategy – To identify and segment your key target audiences, understand their motivations and the channels they are engaging with and create journeys and hypothesis for testing.
Combined with previous results and experience and your brand objectives

NPD and Innovation– To shape new products and services around an audience and their specific needs and motivations.
Combined with competitor analysis, recent market trends, performance of similar products

When to utilise personas – tactical

Outward facing content creation – Review your personas when you are creating content, consider which of your audiences the content is designed for and use the personas to identify relevant content, format and tone.

Combined with brand guidelines

Campaign creation – Make your campaigns audience-led by focusing them around your personas, their attitudes, motivations and preference as opposed to product led wherever possible.

Combined with previous campaign results and channel knowledge

Stewardship and journey development – Consider how to tailor communications and journeys based on your audiences. Seek opportunities to capture relevant data and feed this back into how you segment your communications

Supported by data collection:

Primary data to collect eg *integrated into all forms where possible*

- Current pet owning status
- Species owned
- Experience e.g. *I am a first time dog owner, I have owned a dog before, I haven't owned a dog before but grew up with them*

* potential to localise this too

Secondary data to collect eg *Follow up data collection within journeys*

- What they are interested in
- How they want to best support their pet e.g, *Managing my dogs health, behavioural insights etc*

How to utilise personas – culture change

- Ensure all new staff are introduced to the personas and the benefits of an audience led approach, ideally in a workshop format so that they can practise using them.

- Put personas at the heart of organisational planning process, show how your strategic objectives link back to your key audiences.

- Include the Personas in your induction process.

- The Personas will live online, encourage people to bookmark them and have easy access via their desktop.

- Print the PDF versions off and display them in key areas such as meeting rooms.

- Share the personas will all key agencies and partners.

How to utilise personas – projects and delivery

Step 1: Identify which of your personas is relevant to what you are working on. Share with any partners or agencies you are working with.

Step 2: Review the persona and take notes of thing that seem relevant or spark off ideas

Step 3: Create measurable hypothesis to include or test in your work that relate to the personas

Hypothesis 1: Pet loving families enjoy sharing pet information with family and friends so we will email them and ask them to post our new campaign on Facebook and provide an email that can be easily forwarded on

KPI: Number of shares

Examples in action

We are already utilising your new personas across a number of projects

Digital marketing testing

Utilised the insight that pets are seen as 'part of the family' by a key persona to test new creative that is performing well

Testing Reddit as an acquisition channel for Christmas campaign.

Fundraising stewardship planning

Put the content the key personas are interested in at the heart of the recommendations

Identified data capture opportunities to be able to segment your audience into personas for future targeting and development

Content strategy

Aligning your content strategy with the insight from the personas.to identify:

– What content is most relevant.
– What tone your audiences will relate to
– How you can stand out from other organisations

Pet Services NPD

Identified Naive newbies as a key audience to reach for improving pet welfare

Putting this persona at the heart of a workshop to create focused ideas