



Busy Professional

Millennials like this are usually outgoing, responsible and strong-willed. They like to be around other people and actively put themselves into social situations. They generally defer to status and/or authority and live in the moment. Those they are close to consider them helpful and empathetic, and appreciate them because they love to inspire others. They prefer to be in charge of things and are usually quite good at organizing events and groups of people. They have very clear opinions about right and wrong, and can get annoyed when others make exceptions to established rules.

Age: 28
Location: Suburban
Education: Any
Income: Upper Mass Market
Job: Financial Analyst
Role: Buyer

Needs:

- Be diligent
- Be confident
- Be respected

Nature:

- Very hard-charging
- Reactive

Orientation:

- Relationship-oriented

Decision-Making Process:

- Systematic, but action-averse
- Analytical
- Focuses on concrete, real-world data and application; uses senses to evaluate information

Group or Self?:

- Group

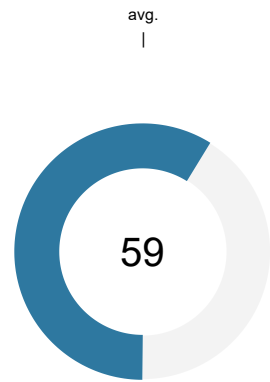
Is All About:

- Duty

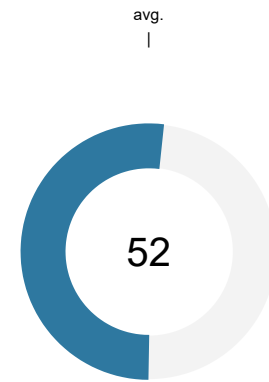
What is happening



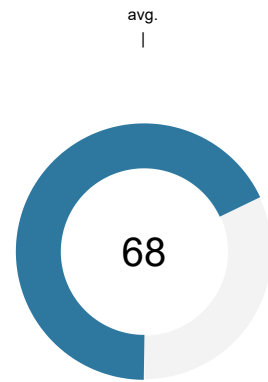
Personality Traits & Characteristics



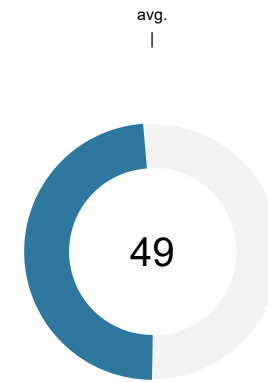
Agreeableness



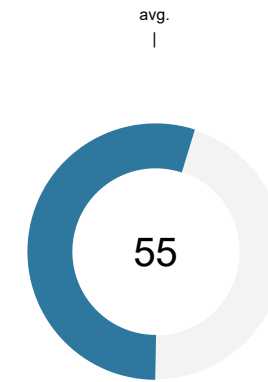
Openness



Impulse Control



Doing Vs. Thinking



Extroversion

Brands & Lifestyle Choices





Motivation:

- To keep in touch
- Socialize

Connections:

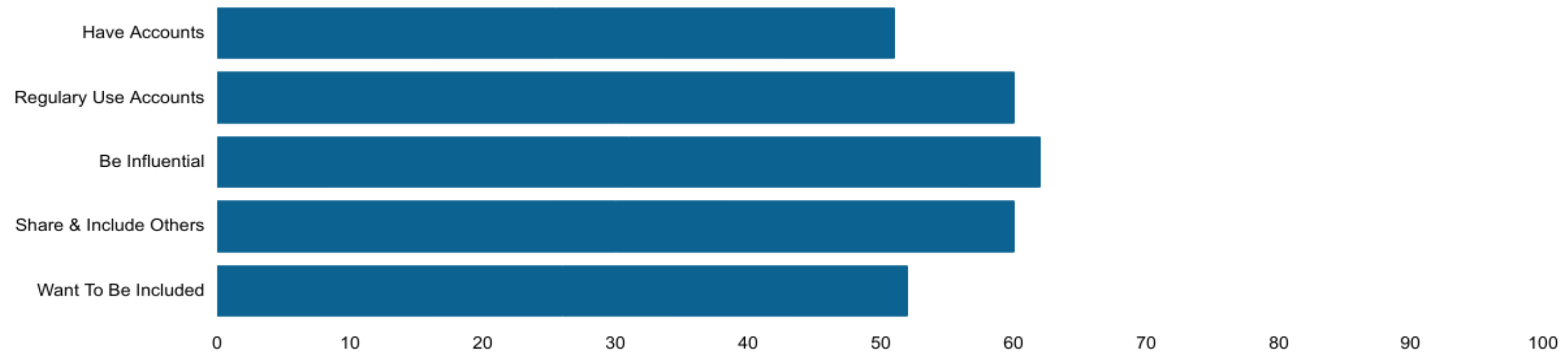
- Type: Transactional/mutually beneficial
- Target: Friends and family, higher status



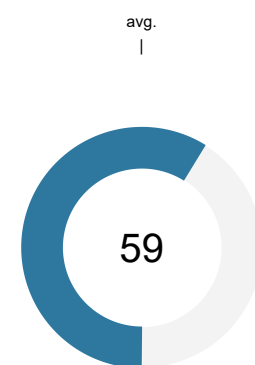
Orientation:

- Group



Social Media Tendencies:



Relationship Interest:



Open To Interactions?

-  Follow
-  Like
-  Comment
-  Comment

Favorite Activities:

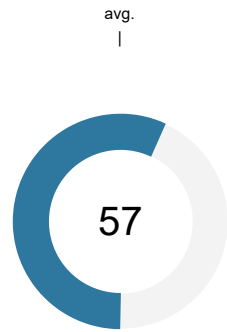
1. Make Positive Comments
2. Upload Photos
3. Upload Personal Photos (i.e. Self, Friends, Family, etc.)



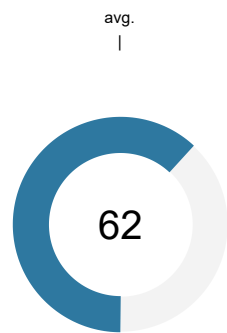


Primary Shopping Motivations:

- 1. To Learn Trends
- 2. To Socialize/Connect With Friends
- 3. To Make Own Choices

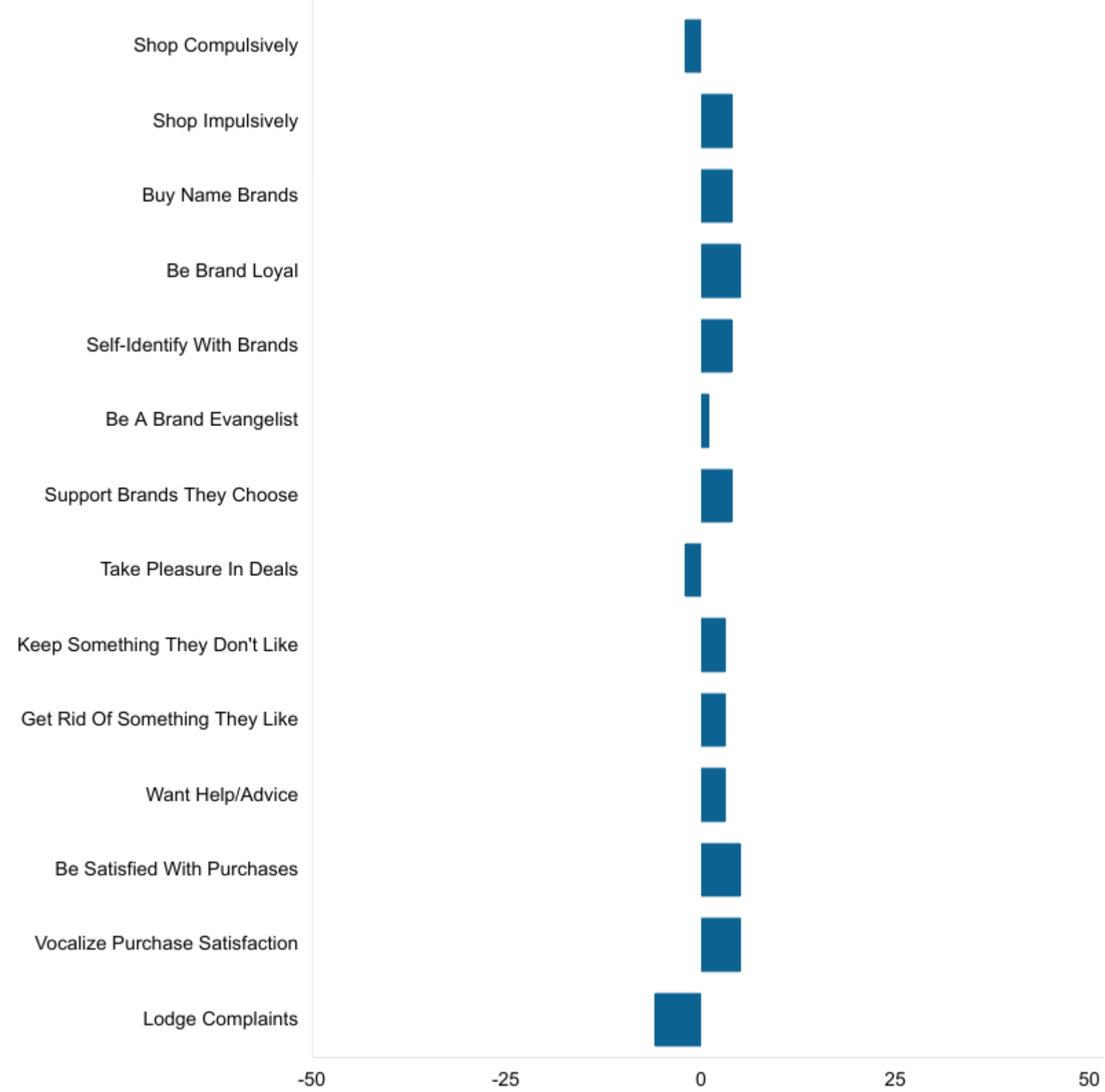


Tendency To Make Hedonic Purchases



Tendency To Make Utilitarian Purchases

More Or Less Likely Than Average To:



Purchase Decisions:

- Heart-driven, but cautious
- Wants to make the safe decision

Looking For:

- Novelty
- Distinctiveness
- Popularity





Millennials: 1981 to 1996

Snapshot:

- "Book smart & savvy"
- "Fun first, hard work second"

Generational Label:

- Confident

Familial Orientation:

- Close to parents

Attitude Towards Technology:

- Digital natives

Signature Product:

- Tablet/smart phone

Communicates Via:

- Text/social platform

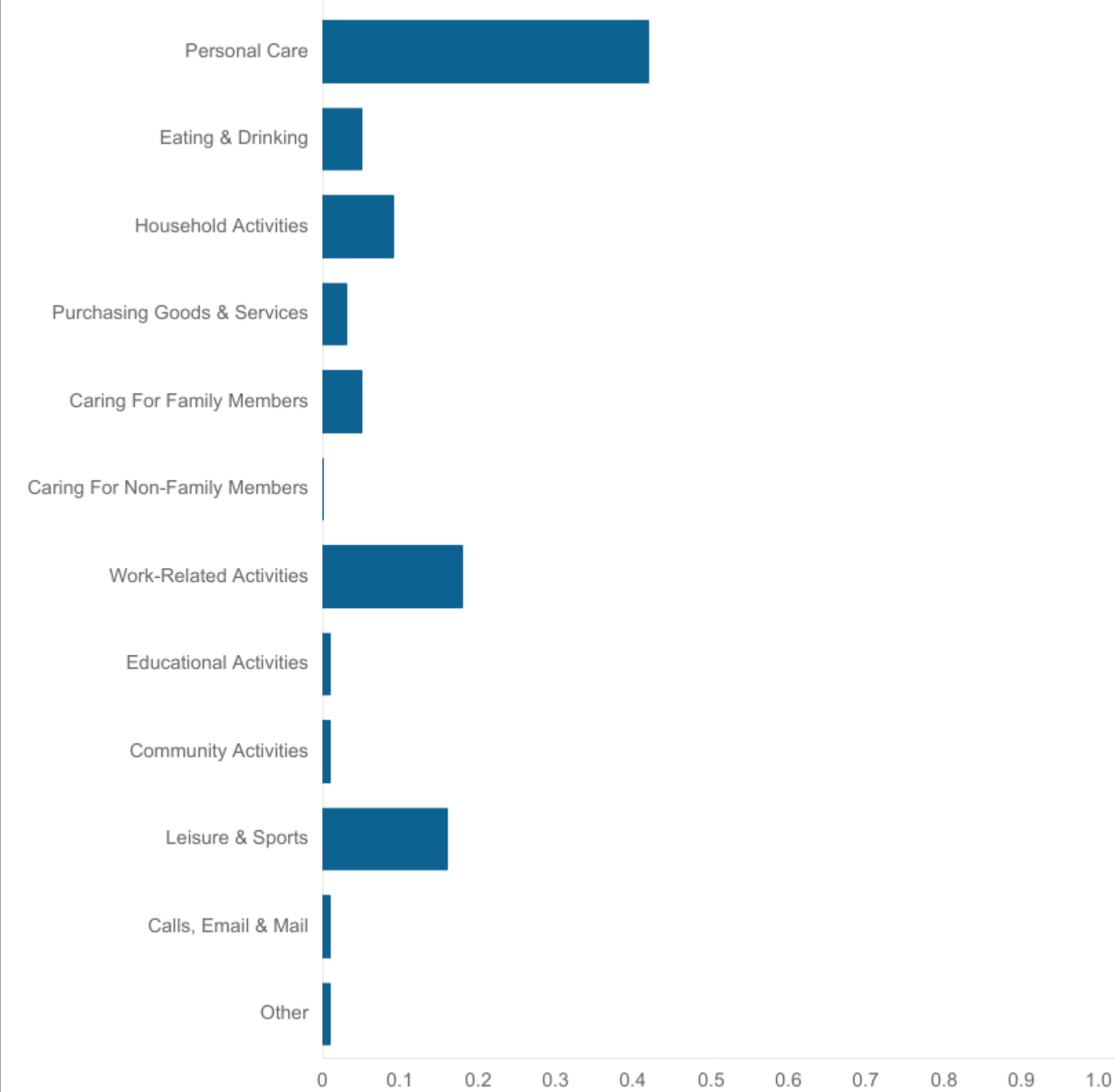
Aspiration:

- Freedom and flexibility

Childhood:



Time Use:



U.S. Population In Millions (Source: Census Bureau)

Cohort:

- 18 to 25

of Households:

- 20,901,000

Average Household Size:

- 2.6





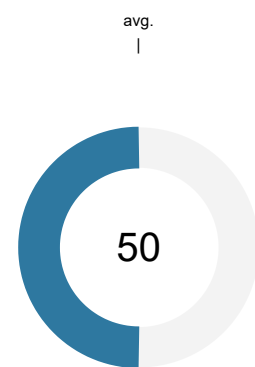
Voice:

- Authority

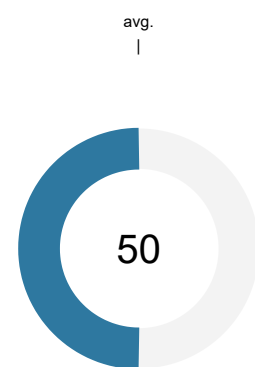
Tone:

- Sincere
- Competent
- Rugged

Story Arcs:



Appeal Of Transformational Narratives



Appeal Of Informational Narratives

Stress:

1. Safe & Effective
2. Popular
3. Innovative

Highlight:

- Overall Utility

Quote/Reference:

- Experts

Focus On:

- Critically-acclaimed features

Messaging Subtext:

- Show them there is a clear process

Key Product/Service Question Content Should

Answer:

- Does it do what it says it does?

Grammar & Punctuation:

- Proper grammar, punctuation

Use Emojis?

- No

Use FOMO?

- No FOMO





Themes To Consider:

- Power
- Success
- Ambition
- Being recognized for innovative achievements
- Self-empowerment

Subject Line Hierarchy:

1. Data/technical

ex: Why personality-based headlines are 46% more effective

template: Why [PRODUCT BENEFIT] is [STATISTICAL IMPACT] [BETTER, FASTER, OR CHEAPER]

ex: How to help your clients write better headlines

template: How to help [INDUSTRY-SPECIFIC CUSTOMER SEGMENT] accomplish [SPECIFIC GOAL], only [BENEFIT: BETTER, FASTER, CHEAPER]

ex: The lesson I learned from the world's best headline writer

template: The [PRODUCT-RELATED INDUSTRY] lesson I learned from [AN EXPERT OR INFLUENCER] in [A RELATED INDUSTRY]

2. Ways to help

ex: Hubspot research proves personality-based headlines perform better

template: The [SUBJECT MATTER EXPERT] proven way to [KEY FINDING] [RELATED USE CASE]

ex: 10 proven ways to write better headlines

template: [NUMBER] [PROVEN, TIME-TESTED, TRUSTED, EFFORTLESS, ETC.] ways to [USE CASE OR BENEFIT]

ex: This is what Gary Vaynerchuk has to say about writing high-converting headlines

template: This is what [INFLUENCER OR EXPERT] has to say about [USE CASE OR KEY PRODUCT BENEFIT]

3. Voices of authority say...

ex: The 1 minus 1 technique for reaching the right audience with the right message

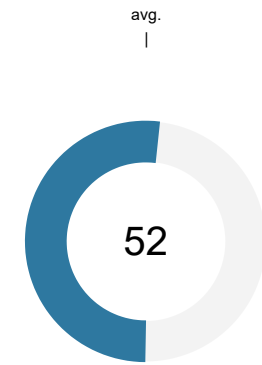
template: The [UNUSUAL TECHNIQUE, METHOD OR APPROACH] to [KEY BENEFIT OR DESIRED OUTCOME] for [USE CASE]

ex: The complete guide to writing better headlines in 60 seconds or less

template: The complete guide to [USE CASE OR BENEFIT] in [QUICK TIME FRAME]

ex: I followed Gary Vaynerchuk's advice about writing better headlines for 30 days and THIS is what happened?!?!?!?

template: I followed [EXPERT OR INFLUENCER] about [USE CASE OR BENEFIT] for [TIME PERIOD] and [TEASE IMPROVED OUTCOME]



Keyword Usage: Less Specific To More Specific





Awareness

Owner

- Mkt.

KPIs

- Site Traffic
- Ad Impressions
- Keyword Searches
- Inbound Links
- Fans
- Followers
- Cold Open Rates

Buyer Questions

- Do I have a problem I need to solve?
- Is there something I want? Or see that others have?

Suggested Content

- Ads
- Blog Posts
- Category/Value Prop How To's...
- News
- Paid Search
- Quizzes
- ROI Assessments
- SEO
- Social Media
- Tips
- Hacks & Insider Perspectives
- Videos (Informational)





Interest

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Likes
- Shares
- Follows
- Opt Ins
- Demos (Virtual or IRL)

Buyer Questions

- What products or services exist to satisfy my need or solve my problem?
- How do others satisfy this need or solve this problem?
- What will happen if I satisfy my need or solve my problem?
- Are there a lot of choices? Or are options more limited?

Suggested Content

- Assessments
- Blog Posts
- Category/Value Prop How To's...
- Events With Informational Themes
- FAQs
- Head-To-Head Product Comparisons
- Landing Pages
- Paid Search
- ROI Assessments
- SEO
- Sampling
- Social Media
- Videos (Informational)





Consideration

Owner

- Mkt.
- Sales

KPIs

- Page Views (Product)
- Page Views (Process)
- Page Views (Use Cases)
- Page Views (Pricing)
- Page Views (FAQ)
- Bounce Rates
- Time-On-Site
- Click-Through Rates
- Shares
- Opt Ins
- Re-targeting
- Demos (Virtual or IRL)

Buyer Questions

- Which options do I like?
- Which brands do I like?
- Which brands do I trust?
- What are the features and benefits of each brand?
- What do others say about these brands?
- Which brands can I see myself using?
- What is the cost?

Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Events With Informational Themes
- FAQs
- Landing Pages
- Pricing Pages
- Product Pages
- ROI Assessments
- Tips
- Hacks & Insider Perspectives
- Videos (Informational)





Decision

Owner

- Sales
- Mkt.
- CS

KPIs

- Purchase Orders
- Invoices
- Sales

Buyer Questions

- Which brand do I choose?
- What are the return policies and warranties?
- Can I customize any features to better fit my needs?
- What is the support like after purchase?
- How quickly can I get the brand's product or start its service?

Suggested Content

- Category/Value Prop How To's...
- Demos (Product vs. Competitors)
- Tips
- Hacks & Insider Perspectives





Retention

Owner

- CS
- Mkt.
- Sales

KPIs

- Usage (Volume
- Frequency)
- Churn
- Upsells
- Page Views (How Tos
- Learning Center
- etc.)
- Page Views (Product Upgrades)
- Click-Through Rates
- Shares
- Referrals

Buyer Questions

- How do I get the most out of this purchase?
- Who do I contact for support if something goes wrong?
- Are there updates or upgrades available?
- What additional products or services does the company offer?
- How does the company reward loyalty or long-term customers?

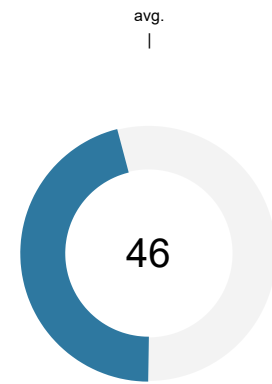
Suggested Content

- Announcements
- Best Practices Emails
- FAQs
- Help Desk Notifications
- Loyalty Offers
- Performance Reports
- Rewards Programs
- Satisfaction Surveys
- Social Media
- Support Articles
- Updates
- User Communities
- Warranties

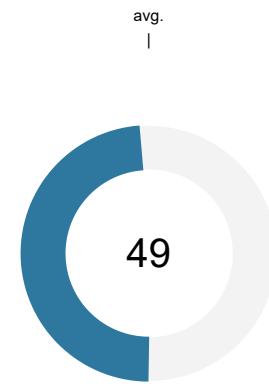




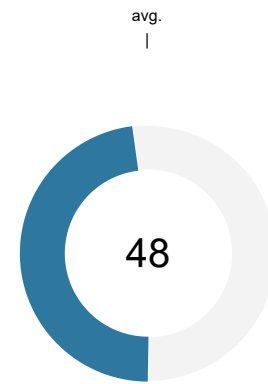
Preferred Brand Qualities



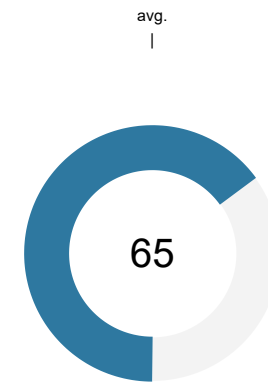
Active



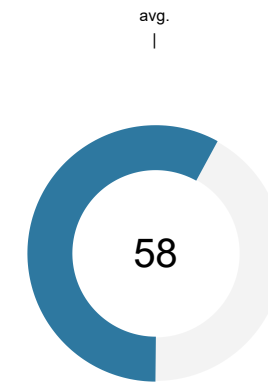
Emotional



Innovative



Traditional



Honest

Brand Archetypes

1. Magician

Archetype Family:

- Ego



Description:

- Magician brands are all about discovering the fundamental laws of the universe

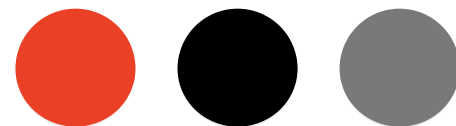
Satisfies Need For:

- Mastery & Belonging

Related Values:

- "secret knowledge," radical transformations, wonder

Colors:



2. Caregiver

Archetype Family:

- Order



Description:

- Caregiver brands are all about protecting the people you love from harm

Satisfies Need For:

- Stability & Belonging

Related Values:

- Compassion, devotion, empathy and altruism

Colors:



3. Innocent

Archetype Family:

- Freedom



Description:

- Innocent brands are all about helping people find joy and happiness in the moment

Satisfies Need For:

- Independence & Mastery

Related Values:

- Faith, optimism and always doing the right thing

Colors:

