



# Positioning, Messaging, and Persona Development

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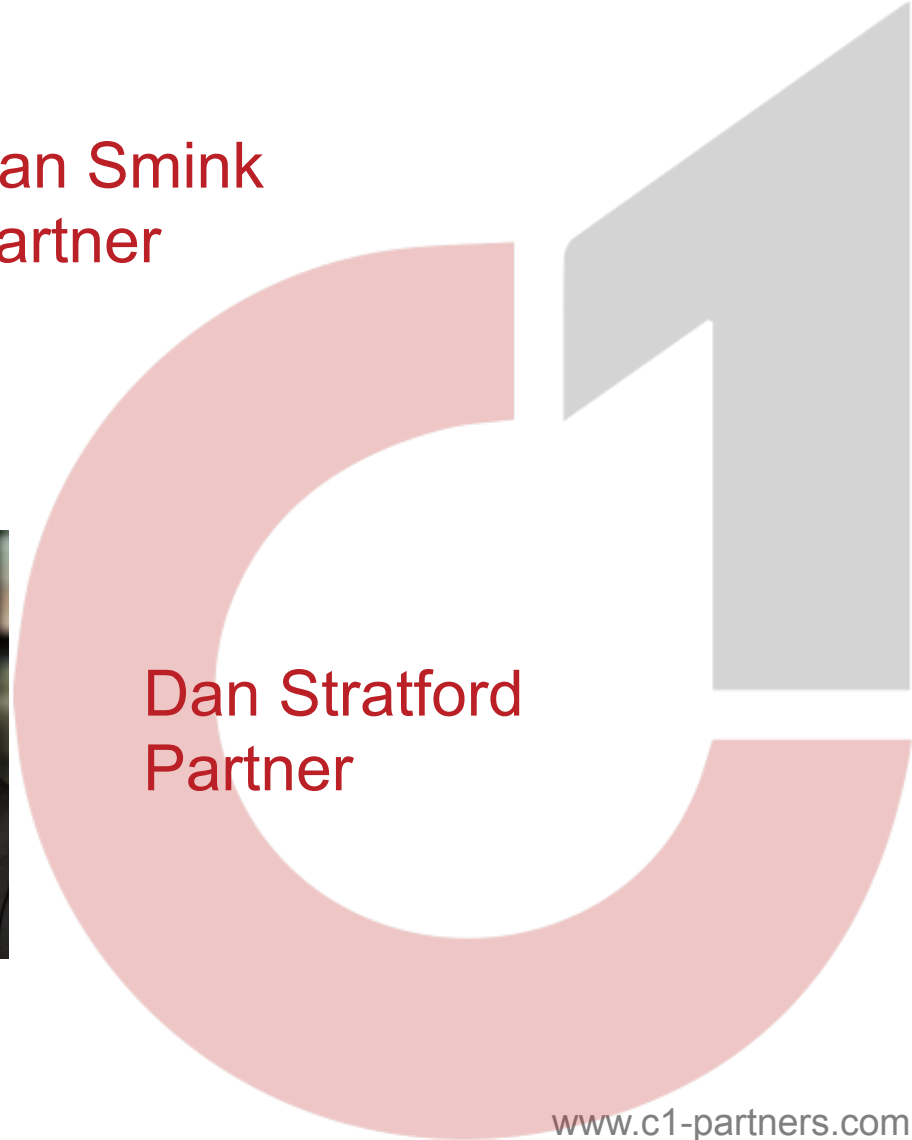
# It's Nice To Meet You!



Dan Smink  
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# Agenda

1

Define Your Target

2

Develop Your Persona

3

Understand Your Company

4

Effective Positioning

5

Messaging

# The Digital Dialogue



1

## Drive Traffic via Search

Bring customers to you through Blogging, Social Media, SEO, Backlinking, Pay Per Click.



4

## Measure and Analyze

Use the data from your efforts to continually refine what you are doing to increase your marketing ROI.



3

## Publish Content

Educate the customer with continually fresh content - email, newsletter, how-to guides, eBooks, videos, podcasts, and more.



2

## Capture the Customer

Engage your customer through dynamic interfaces - Website, Facebook Page, Mobile App.



**Engage and educate your customer.**





# Define Your Target Persona

# Defining our Target Buyer Persona

## What is the Sweet Spot?

- Who they are
- What they are responsible for
- Where they live and/or work
- Why are they a good target

## Bad example

- Women 25–45 years old

## Good example

- 25-45 year old mother of young children who is responsible for her family's clothing purchase decisions and who needs to buy good value hiking shoes for her kids



2



# Develop Your Buyer Persona Profile

# Develop Your Buyer Persona

- Problems and Issues You Can Solve
- Desired Solution
- Criteria That Must Be Met
- Search Terms
- Online Information Sources

Areas To Investigate	Key Questions
Demographics	Age? Marriage status? Gender? Children? Education level?
Job/Responsibility	Since titles vary, also include their relevant responsibilities
A Day In Their Life	Piece together a typical day – at home, at work, for fun.
Pain Points	<b>What problems</b> do they have? What <b>issues can you solve</b> ?
What do they value?	What would make your persona really excited about your product? What are their goals? What questions will they?
Information Sources	<b>Online</b> , friends, reading, social networks? <b>Search terms</b> ?
Desired Purchasing Experience	Match the purchasing experience to the persona's expectation. What should the website/store feel like?
Solution Criteria	What specific measures or <b>criteria do they look for</b> ?
Describe Success For Them	What would <b>a successful solution look like</b> for them?
Objections or Pet Peeves	What don't they like about products in your industry, how they are used, the buying cycle, or vendors sales methods?

# Buyer PersonaExample

<b>Name/Gender/Age</b>	Active Alicia – Female – 25 to 40 years old
<b>Education</b>	At least 2 years of college
<b>Title/Responsibility</b>	Working mom – mother of 1 child under 10 years of age
<b>Role in Purchase</b>	Decision-maker
<b>Attitude</b>	Active, ambitious, modern, stylish
<b>Reputation</b>	Diligent, hard working, juggles many activities
<b>Issues</b>	<ul style="list-style-type: none"> <li>• Trying to manage a budget while providing the clothing her child needs to pursue their interests.</li> <li>• Don't have a lot of time to make purchasing decisions.</li> <li>• Want to have choices of quality, affordable products with informed online staff that can help them if necessary</li> <li>• Want to be able to learn about the product online and purchase quickly and easily</li> </ul>
<b>Success Criteria</b>	With some knowledge of the type of product she needs, she is able to go online quickly to a trusted vendor and make the purchase she needs for her child, and have it delivered within a week
<b>Values</b>	Speed, ease of website navigation, good information, product testimonials,
<b>Fear</b>	Afraid of spending a lot of time online looking for what what she needs or having problems paying for it
<b>Pet peeves</b>	Expensive shipping and handling costs
<b>Information sources</b>	Internet, other moms recommendations, local kids clothing stores



3



# Understand Your Company Identity

# Understanding Your Company Identity

- Your Solution
- Key Points of Differentiation
- How Will Your Solution Make The Persona's Life Better
- Metrics/Proof

**Company Identity Template**

The "Company Identity" provides background information necessary to help build, along with the buyer persona, the appropriate messaging and positioning platforms

**Logo of Company**

**General Information**

Name	
Date Founded	
Locations	
Industry	
Products/Services Offered	
Core Technology	
Reputation	
Industry Organizations & Affiliations	
Competitors and Products	
Other Information	
Unique Category	

**Positioning Elements**

Target Customer	
Your Offering	
Key Customer Benefit	
Primary Differentiator	

**Messaging Elements**

Describe Your Solution	
Key Points of Differentiation	
How Will Your Solution Make Their Life Better	
Metrics	
Customer Testimonials	

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# Develop Company Positioning



# Positioning Your Company Effectively

## Purpose

- To align management, marketers, and sales representatives effectively

## Goals

- Be valuable to your customer
- Be different/unique from your competition
- Communicate value and differentiation effectively

## Methods

- Understand your company's identity
- Create a positioning statement that effectively describes your offering
- Develop a message platform that communicates your positioning and addresses the customer throughout the buying process

# Company Positioning Example

To \_\_\_\_\_ ,  
(Target Customer)  
\_\_\_\_\_ is the  
one \_\_\_\_\_  
(Product/Service)  
\_\_\_\_\_ that  
(Unique Category)  
\_\_\_\_\_, unlike  
(Key Benefit)  
\_\_\_\_\_  
(Key Differentiator)

## **EXAMPLE**

To a frequent flyer/business executive

FlyRight is the one

jet lag remedy that

allows our customers to stay healthy  
and hit the ground running, unlike

sleeping pills and caffeinated drinks  
that provide temporary relief, but  
take a huge toll later on.

# Company Positioning Example

## EXAMPLE

To a busy mom looking for outdoor gear,  
(Target Customer)

Online Outdoor Kids is the one  
(Company/Product)

online children's outdoor industry company that  
(Unique Category)

provides guaranteed 100% satisfaction, unlike  
(Key Benefits)

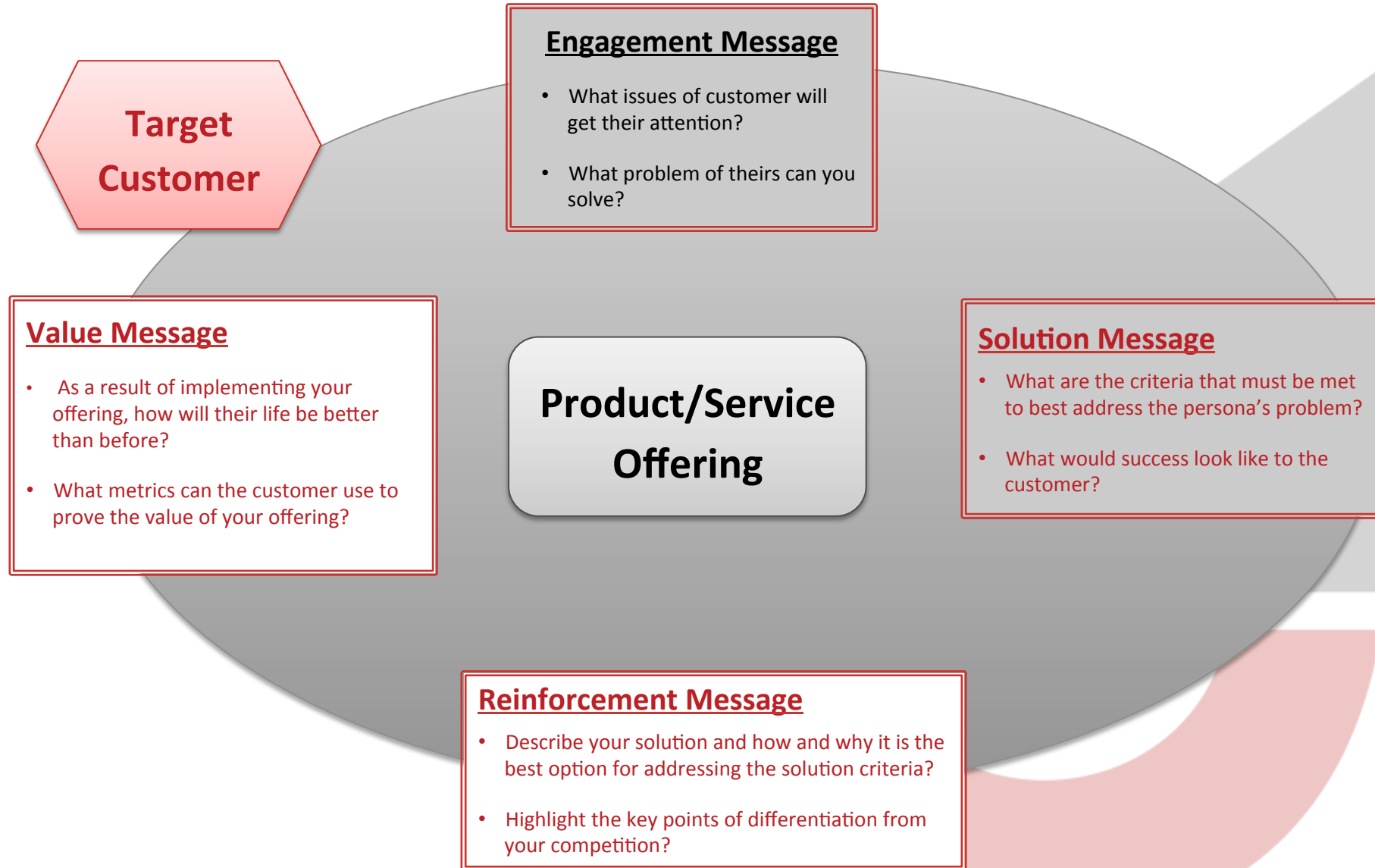
other outdoor gear companies that have similar products, but don't provide the  
same level of quality or customer service.  
(Key Differentiator)

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# Create Your Message Platform

# Develop a Message Platform



# Match Messaging To The Sales Process

## Engage The Customer

An Issue that gets their attention

## Describe Their Solution

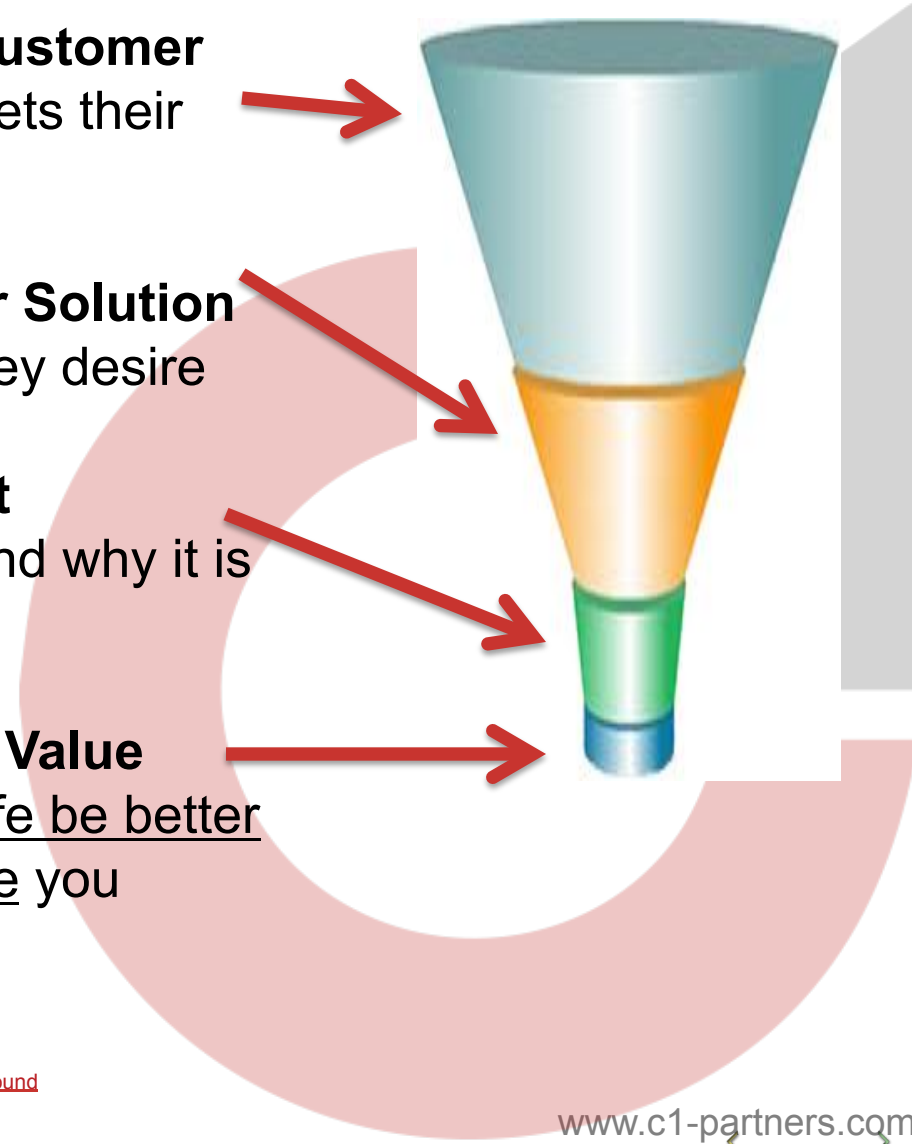
With Criteria they desire

## Reinforcement

Your solution and why it is the best option

## Communicate Value

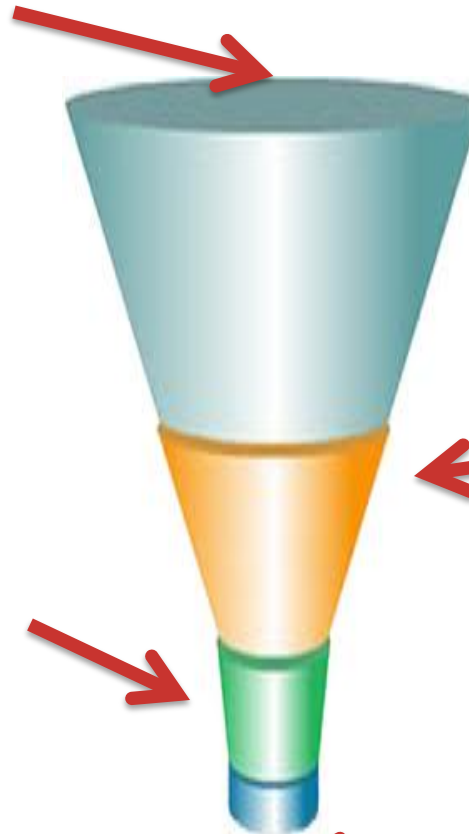
How their life will be better and why believe you



# Messaging Example

**Engagement:** Finding affordable quality outdoor equipment for your children is a real challenge. You're always on the go and you want to buy from a company you trust.

**Reinforcement:** *Online Outdoor Inc.* helps you buy with confidence. We carry the best brands at reasonable prices with free shipping.



**Solution:** Moms like you want to be able to go online and make a good decision for their kids' outdoor gear and then feel confident they bought a high quality product at a reasonable price.

**Communicate Value:** You will rest easy knowing you made a great purchase. We have won the OIA Customer Satisfaction award 5 years running. Our customers say "OOI?... we only buy from them!"

# Questions?





# Contact Information

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## Worksheets

<http://www.c1-partners.com/resources/free-marketing-worksheets/>

