

The Audience Persona

BONUS MATERIAL

20-SOMETHING SUSAN

Susan is 27-year-old digital native. She was an English major and got her start working for a marketing technology company. On the job, she's responsible for blogging, project management, and social media engagement. While she does not set budgets or make purchasing decisions, she has influence on purchasing decisions because her boss leans on her because she has technology savviness.

Susan understands intuitively how to use social media to leverage her brand's content, is very well informed about the latest apps and content platforms, and has a good bag of tricks related to search engine optimization (SEO). Her goal is to rise to a leadership position in marketing, and so she's interested in news stories that help her appear to her bosses as informed and highly educated. News about new technologies and marketing trends are interesting to her. To help inspire her own work, she also loves seeing examples of what other companies are doing with content.

Susan is both a potential reader of CMI and a possible blogger for CMI.

- Title: Marketing Associate
- Time in the job: Two to five years
- Works directly with: Marketing managers/directors

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- Daily tasks/responsibilities: Executing marketing programs developed by her management
- Likes/dislikes about job:
 - Likes: Always something new to learn, trying new things
 - Dislikes: Does not have creative freedom to try different kinds of programs
- Frustrations, pressures, concerns
 - Not sure how she is going to get to the “next level”
- Level of tech savviness
 - Relatively tech savvy on a personal level, but she needs to use the technology to which her company adheres.
- Needs (for example, topics, gaps in knowledge):
 - To help her professionally, she’s interested in learning about what she needs to do next to “move up the chain”—what skills should she be working on?
 - Needs basic ideas on how to execute content marketing: SEO, analytics
 - Wants to provide good ideas for content marketing to management:
 - Helpful to see what others in the industry are doing
 - Needs ways to figure out topics
- Role in buying process: May be asked to evaluate; the larger the company, the less active her role is.
- Where can CMI help? (online education/CMI, CCO, CMW, consulting, and/or sponsored activity)
 - Online education— blog subscriber, sharer of content
 - CMW attendee
 - Possible blogger (although, honestly, Amanda may be the exception to this!)

30-SOMETHING BEN

Ben is 35 and is a marketing manager at a retail company, where he manages the company’s content marketing programs. He’s a strong writer and spends about 50 percent of his time writing and editing content from in-house experts. The other half of his time is spent on management: setting the company’s editorial calendar, overseeing content projects, and dealing with the company’s content management system (entering content, optimizing, reviewing analytics, reporting on performance). Ben has a very strong influence on purchasing because he independently oversees key marketing activities.

Ben struggles for two reasons: (1) He's so busy that he feels he's not contributing to the marketing department's strategy and vision. He's too stuck in the weeds of "doing" to weigh in on the bigger issues. He doesn't want to be a writer and editor his whole life, and he aspires to becoming either a chief commercial officer (CCO) at a larger company or a chief marketing officer (CMO). (2) Ben also feels that he's not always current on the latest ideas in content marketing, social media, and tech. The field is changing so quickly, and he isn't exactly a member of the true digital native club. He can speak the language, but he often feels a step behind his younger peers (who live in the social world) and his older peers (who get paid to go to conferences and network with experts).

Ben likes news stories about new ideas in marketing, concepts that push the boundaries of what's currently being done. He also likes very practical information that helps him be more efficient at work, such as news about apps, plug-ins, social media aggregation tools, content distribution tools, and content reading devices. Since he is responsible for reporting on digital analytics but doesn't have a technical background, he also likes information that can help him refine his somewhat basic skills in SEO and web analytics (for instance, new technologies, new rules from Google, examples from other companies).

- Title: Marketing Manager
- Time in the job: 5 to 10 years
- Works directly with: Marketing VPs, CMOs
- Daily tasks and responsibilities:
 - Develops marketing programs for his company
 - Works with multiple stakeholders throughout the company, sometimes internationally
 - Writes the content if the organization doesn't have the right resources
- Likes and dislikes about job:
- Frustrations, pressures, and concerns
 - It's tough to keep all of details of the programs organized.
 - He's trying to transition from traditional marketing to content marketing.
 - He's interested in technology to help, but he's not sure where to begin.
- Level of tech savviness:
 - Participates in social sharing
 - Understands basics of marketing technologies and needs to use tools such as CRM in job

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- Needs (for example, topics, gaps in knowledge):
 - SEO
 - Analytics
 - Best practices on content creation—making it work across the organization
 - Selling the idea of content marketing to his management??
 - Better ideas on how to work with multiple stakeholders across the company
 - Templates to streamline various aspects of his job
- Role in buying process: Evaluator
- Where can CMI help? (online education/CMI, CCO, CMW, consulting, and/or sponsored activity)
 - Online education— blog subscriber
 - CMW attendee
 - He may possibly suggest consulting program to his management, but he would not have the ability to approve this.

30-SOMETHING JIM

Jim is an experienced marketer who has risen to the top quickly because of his expertise, his work ethic, and his willingness to take risks. He's very well read as a marketer, checking blogs each morning through his RSS feed and engaging on Twitter at least 5 to 10 times per day.

Jim's challenge is to keep up with the latest trends and continue to stand out as a person who can sense "what's next" and orient his brand to take advantage of it. He also takes return on investment very seriously and always ensures that his marketing activities are anchored by sound strategy and reinforced by clear metrics. He surrounds himself with very smart people to ensure his work and his vision is strong.

While Jim is not the most senior marketer on the team, he is highly influential in purchasing decisions and strategic planning because he's proved himself to be competent and highly informed. He seeks to move into a CMO role within the next five years.

- Title: Marketing VP
- Time in the job: 10 to 15 years
- Works directly with: Marketing directors, CMOs, outsourced agencies
- Daily tasks and responsibilities:
- Likes/dislikes about job:
- Frustrations, pressures, and concerns:
 - Keeping team motivated to produce best-quality content

- Level of tech savviness:
 - Very tech savvy
 - Active on social networks
- Needs (for example, topics, gaps in knowledge):
 - Wants to keep up with trends—definitely CM 2.0 (as compared to the basics)
 - Needs to figure out how to operationalize content management in organization—what are others doing?
 - Looking for information from peers on best practices
- Role in buying process: Evaluator, decision maker
- Where can CMI help? (online education/CMI, CCO, CMW, consulting, and/or sponsored activity)
 - If they need CM help, may bring in a consultant
 - If they are going after marketers, would make the decision to use CMI as lead generation source
 - CMI blog subscriber (but may not be an avid reader as lacking time); CCO reader
 - CMW attendee?
 - Possible CW speaker, CMI blogger, CCO writer

40-SOMETHING LISA

Lisa is 42 and began her career as a marketer for a dot-com in the late 1990s. She is currently the director of marketing for a marketing technology company. Though she's not in a member of Generation Y and thus can't qualify as a digital native, she is completely fluent in social media and tech, and she uses both for work and in her personal life. She aspires to become a CMO of a larger company.

She differs from Jim, mentioned previously, because she's not a digital native. So she's fluent in tech, but not so deeply immersed in it day to day as he is.

- Title: Marketing Director
- Time in the job: 15 years
- Works directly with: Marketing managers, other marketing directors, VP of marketing
- Daily tasks/responsibilities:
 - Developing and justifying marketing programs
 - Figuring out “how to get it done” within the budget
 - Proving success of programs
 - Working to globalize marketing programs

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- Needs to understand what technologies can/should be used to help measure results and make process more efficient
- Likes and dislikes about the job:
 - There’s not enough time to get everything done.
 - Various stakeholders in the organization have different needs—that needs to be balanced
- Frustrations, pressures, and concerns
- Level of tech savviness
 - “Digital immigrant”
 - Fairly tech savvy and always seeking more information; needs to understand the why and how of technologies.
- Needs (for example, topics, gaps in knowledge)
 - Looking to understand what peers are doing so they can share best practices
 - Needs help justifying spend/proving value
 - Wants suggestions on how to streamline the internal processes so the organization can get more done and not worry about personnel changes
- Role in buying process: Evaluates, possibly recommends
- Where can CMI help? (online education/CMI, CCO, CMW, consulting, and/or sponsored activity)
 - Blog subscriber—may share with people working with her (will likely only take a cursory look because she’s pressed for time)
 - CMW attendee, possible speaker
 - CCO subscriber
 - May suggest consulting services
 - If targeting a marketing audience, may have a need for our sponsored activity

40-SOMETHING ROBERT

Robert is as tech savvy as a marketer can get. He comes from a development background, and so he has deep technical knowledge as well as knowledge of marketing strategy, SEO, social media, and user experience (UX). As a consultant, he helps marketers build a strategy that integrates content and social into their overall business strategy. He’s a frequent marketing speaker and highly influential in the profession.

- Title: Marketing Consultant
- Time in the job: Consulting 5 years; 15 to 20 years of marketing experience

- Works directly with: Clients who need help with content marketing
- Daily tasks and responsibilities:
 - Helping clients understand the value of content marketing, including justifying the cost
 - Creating proposals
 - Speaking and educating the general population about content marketing
 - Creating content marketing strategies for individual companies
- Likes/dislikes about the job:
 - Loves concept of content marketing, but it can be tough to continually justify this.
 - So much to learn and read—how does one keep up?
- Frustrations, pressures, and concerns:
 - Often the cobbler (“the kids have no shoes”)—doesn’t have time for own business plus client work
- Level of tech savviness:
 - Very tech savvy
 - Heavily into social media, as that’s how he gets business
- Needs (for example, topics, gaps in knowledge):
 - Wants to stay on top of technologies to make his own business efficient
 - Wants to be able to recommend technologies to clients
 - Needs to stay on top of general content marketing trends
- Role in buying process:
 - Makes decisions for own business (interested in small business solutions)
 - Provides recommendations for clients
- Where can CMI help? (online education/CMI, CCO, CMW, consulting, and/or sponsored activity)
 - Blog subscriber—May encourage clients to subscribe as well
 - CCO reader
 - CMW attendee—for own education and to find clients
 - Possible CMW speaker, CMI blogger, CCO writer, CMI Books author
 - May want to become a CMI consultant
- Types of CMI topics that would be of interest to him

50-SOMETHING BRIAN

Brian is the chief marketing officer for a high-growth midsize company. He has worked in marketing his entire life, but he has managed to adapt

to the social and digital revolution in marketing and is keeping pace with some of his younger peers. That said, he requires a constant flow of knowledge and education to keep him on top.

He makes purchasing decisions in marketing and sets the marketing strategy for his company in concert with the C-suite.

- Title: Chief Marketing Officer
- Time in the job: 25-year career; 10 years as a senior marketer
- Works directly with: Marketing directors, CEOs
- Daily tasks/responsibilities:
 - Justifying the company’s marketing spend and showing results
- Likes/dislikes about job.
- Frustrations, pressures, and concerns:
 - Tough to keep up with all trends—where should the company be focusing its efforts?
 - Is the organization doing enough to keep up with the competition?
 - How to staff the best team to get the job done?
- Level of tech savviness:
 - Needs to understand what marketing technologies do, but not necessarily how they work
- Needs (for example, topics, gaps in knowledge)
- Role in buying process
- Where can CMI help? (online education/CMI, CCO, CMW, consulting, and/or sponsored activity)
- Types of CMI topics that would be of interest to him:
 - How to understand and choose marketing technologies