










#dimbootcamp

E-Learning Student Persona

Janette Toral


<http://digitalfilipino.com/>

<p>Key Partners </p> <p>“Samurais”</p> <p>DigitalFilipino Club Members</p> <p>Schools</p> <p>Government</p> <p>Event planners</p> <p>Communities</p> <p>PRC - later</p>	<p>Key Activities </p> <p>Teaching online and offline.</p> <p>Site update</p> <p>Consultation</p> <p>Advertising</p> <p>Research</p>	<p>Value Proposition </p> <p>Learn online for one year</p> <p>Can be taken anywhere, anytime online.</p>	<p>Customer Relationships </p> <p>One-on-one.</p> <p>Self-service.</p> <p>Group.</p>	<p>Customer Segments </p> <p>Professionals, Entrepreneurs, Educators, Students who would like to learn e-commerce and digital marketing to boost business.</p>
<p>Cost Structure</p> <p>Telecommunication cost.</p> <p>Site upgrades.</p> <p>Advertising budget</p> <p>Webinar platform</p> <p>Content development</p>		<p>Revenue Streams </p> <p>Protégé membership</p> <p>Face to Face Training fees</p> <p>Start-Up 100 investment</p> <p>ECOM / DIM Summit</p> <p>Club membership</p>		

Key Resources 

E-Learning platform

Veteran player

Channels 

Social network.

E-mail.

Online Boot Camp

Mobile.

F2F Training

A Marketer's Template for Creating Buyer Personas

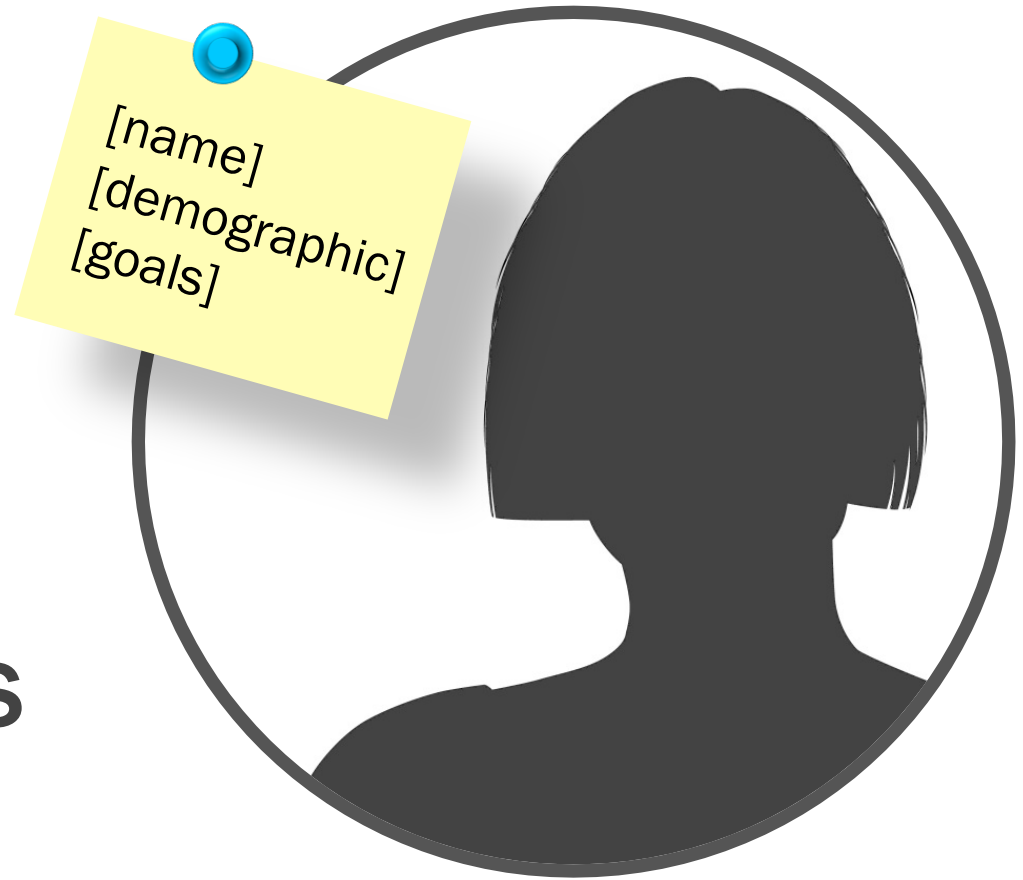


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1

A Brief
Introduction
to Buyer
Personas

What Are Buyer Personas?



Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

How Are Buyer Personas Created?



Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers – both “good” and “bad” – prospects, and those outside of your contact database who might align with your target audience. You’ll collect data that is both qualitative and quantitative to paint a picture of who your ideal customer is, what they value, and how your solution fits into their daily lives.

How Do You Socialize A Buyer Persona?



So you've done the research and conducted all the interviews ... you've finally figured out who your buyer persona is. Congratulations! But how do you communicate that new understanding of your target customer with your entire organization? After all, if your sales and marketing teams don't understand who they're speaking to, it's hard to craft a message that really resonates.


Use This Template!

That's why we've created this handy-dandy PowerPoint – so you can quickly explain your buyer persona and disseminate that information across the organization in a palatable, organized format. This template will walk you through how to input and format the information you've collected about your persona in a way that's extremely easy for your entire company to understand. And since your research is already done, this is the easy part!



2

How to
Present Your
Buyer
Persona



Insert your company name, as well as the month and year in the gray text on this slide.

Company ABC

Buyer Persona Overview

Month, Year

Persona Name

BACKGROUND:

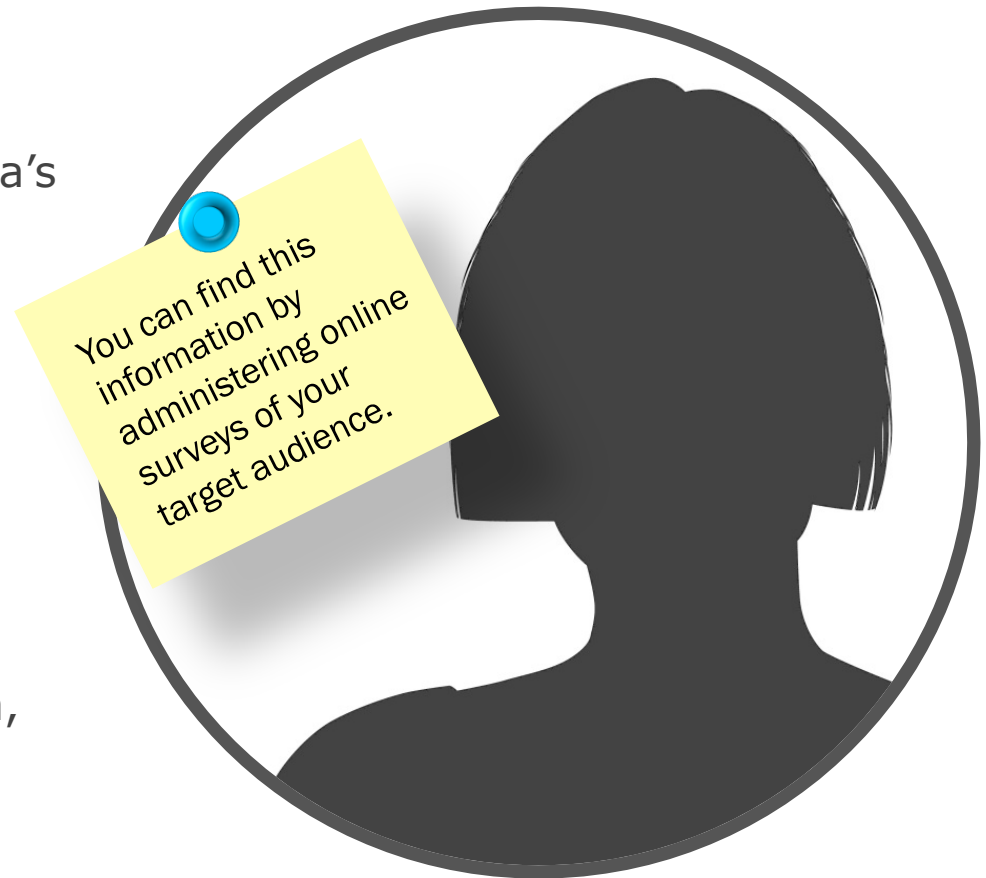
- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

DEMOGRAPHICS:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

IDENTIFIERS:

- Buzz words
- Mannerisms



Persona Name

GOALS:

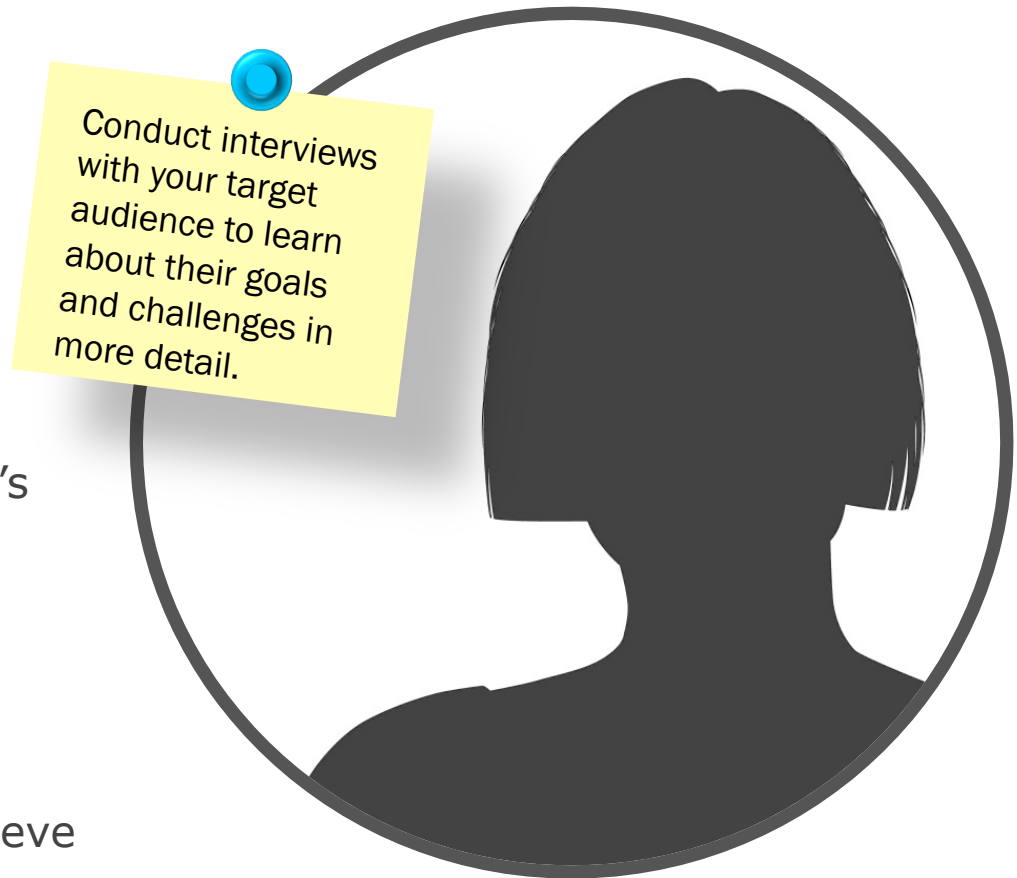
- Persona's primary goal
- Persona's secondary goal

CHALLENGES:

- Primary challenge to persona's success
- Secondary challenge to persona's success

HOW WE HELP:

- How you solve your persona's challenges
- How you help your persona achieve goals



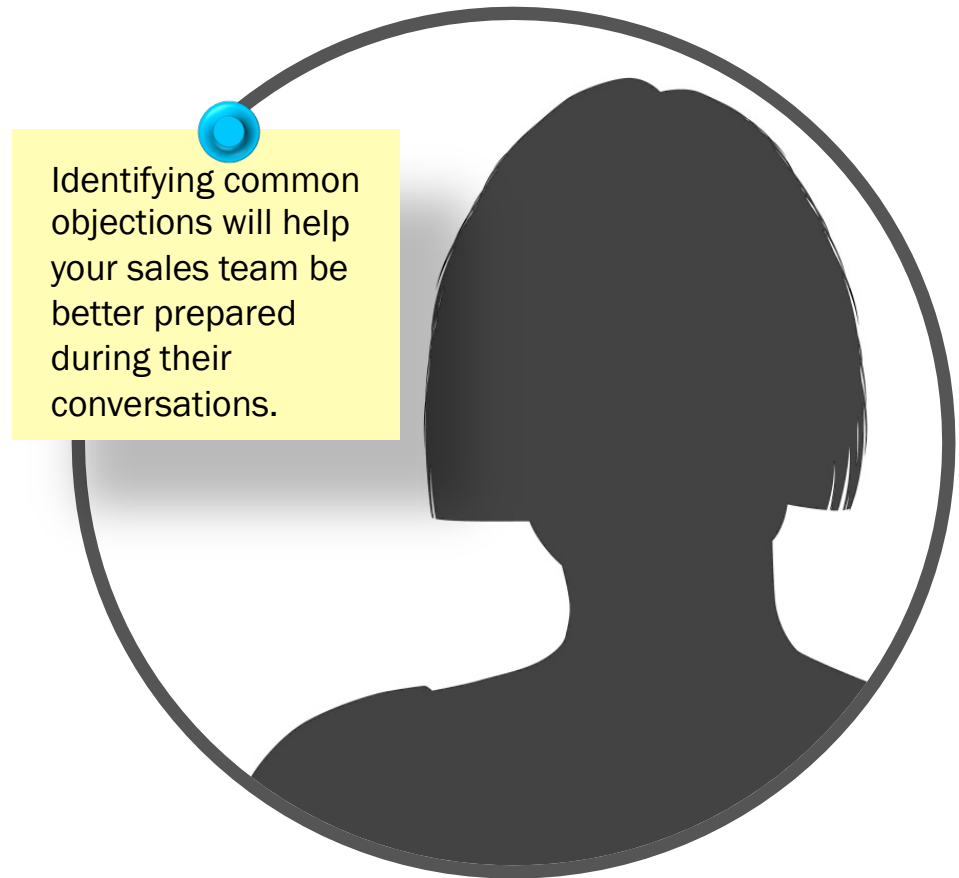
Persona Name

REAL QUOTES:

- Include a few real quotes – taken during your interviews – that represent your persona well. This will make it easier for employees to relate to and understand your persona.

COMMON OBJECTIONS:

- Identify the most common objections your persona will raise during the sales process.



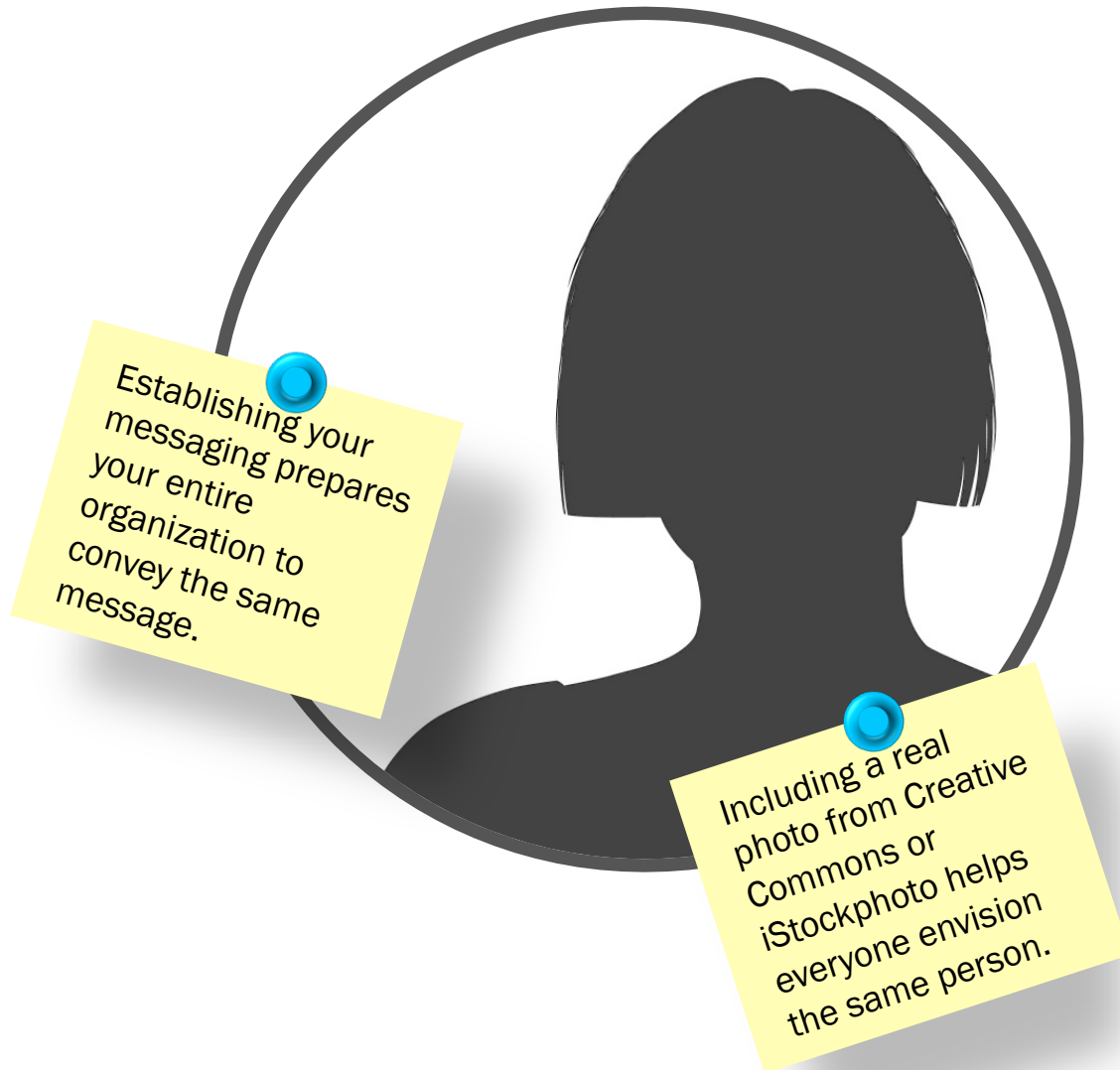
Persona Name

MARKETING MESSAGING:

- How should you describe your solution to your persona?

ELEVATOR PITCH:

- Make describing your solution simple and consistent across everyone in your company.



3

An Example
of a Complete
Buyer
Persona

Entrep Val

BACKGROUND:

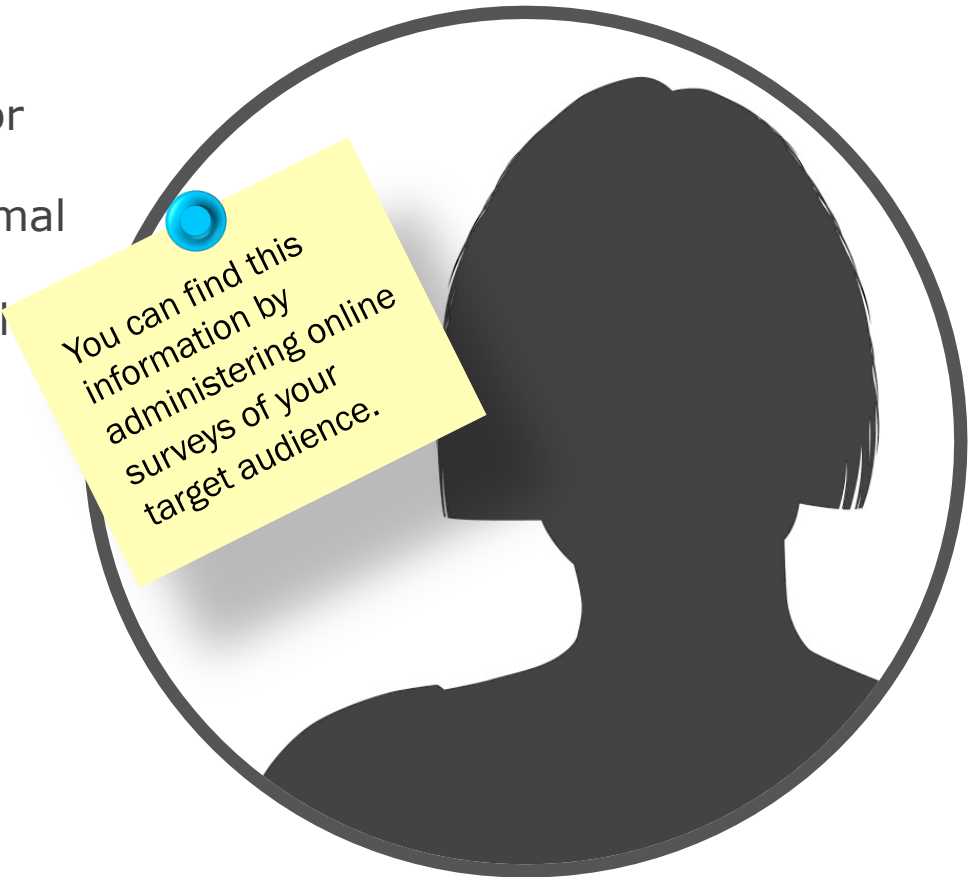
- Already has an existing business or raket.
- Has traditional business with minimal online presence.
- Undergrad to college graduate. Sci of hard knocks.

DEMOGRAPHICS:

- Mostly female
- 24 and up.
- No less than 30k a month.
- Urben / rural

IDENTIFIERS:

- ROI, profitability, not be scammed
- Likes to inquire, interact. Not necessarily expressing intent to join.



Entrep Val

GOALS:

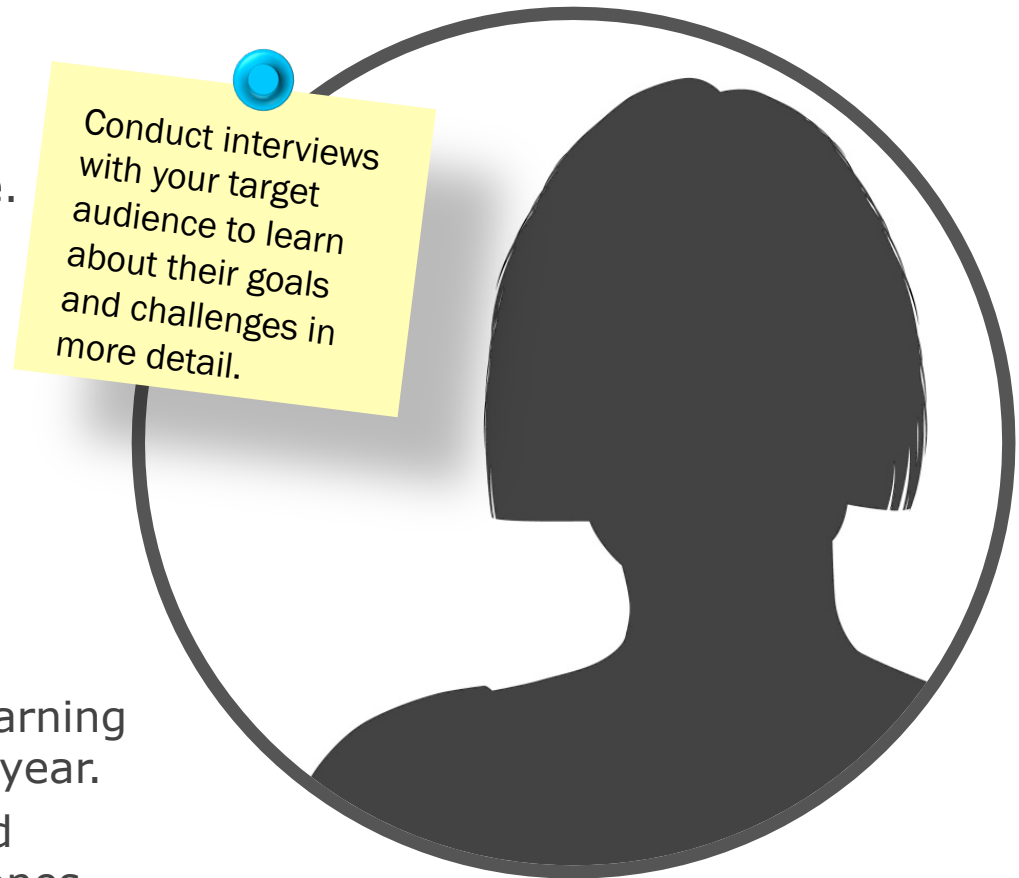
- Build profitable business.
- Have successful online presence.

CHALLENGES:

- Time and resource to learn and implement e-commerce.
- Be able to sustain e-commerce business to become successful.

HOW WE HELP:

- Offer affordable and practical learning programs they can access for a year.
- Be available for consultation and provide exposure to promising ones.



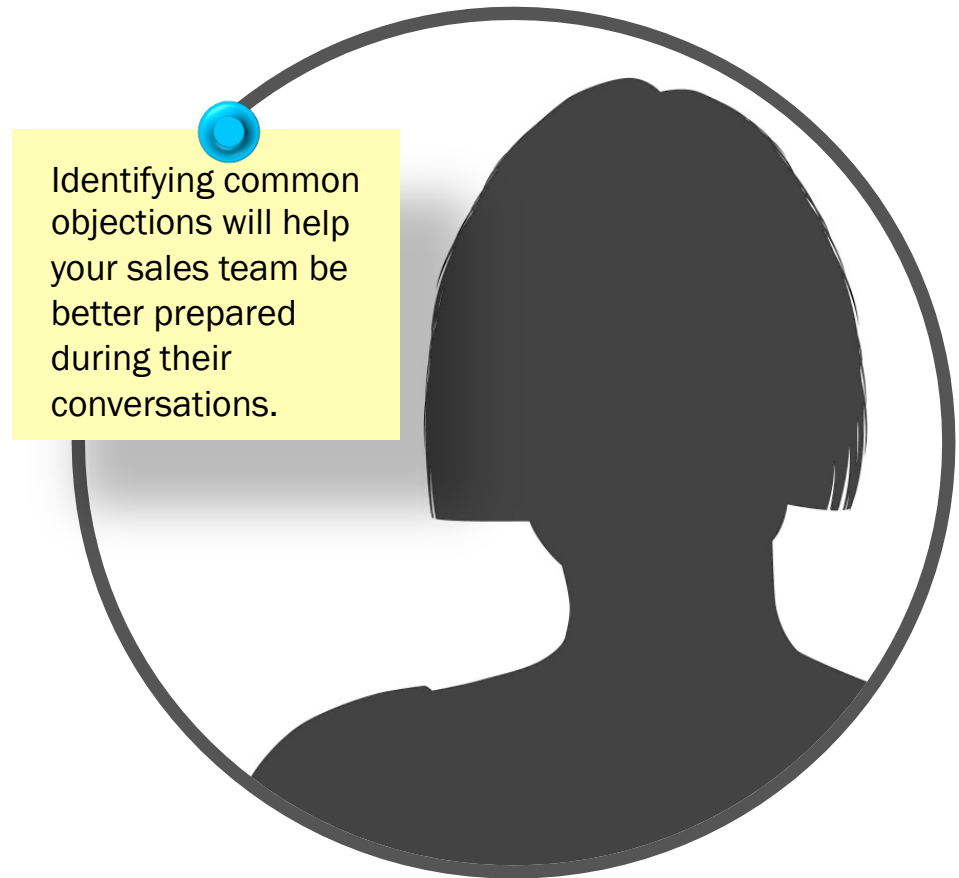
Entrep Val

REAL QUOTES:

- I want to learn and do e-commerce for my business. This is the future.

COMMON OBJECTIONS:

- I may not have time to attend all the learning session. Will the content be enough to get me started.



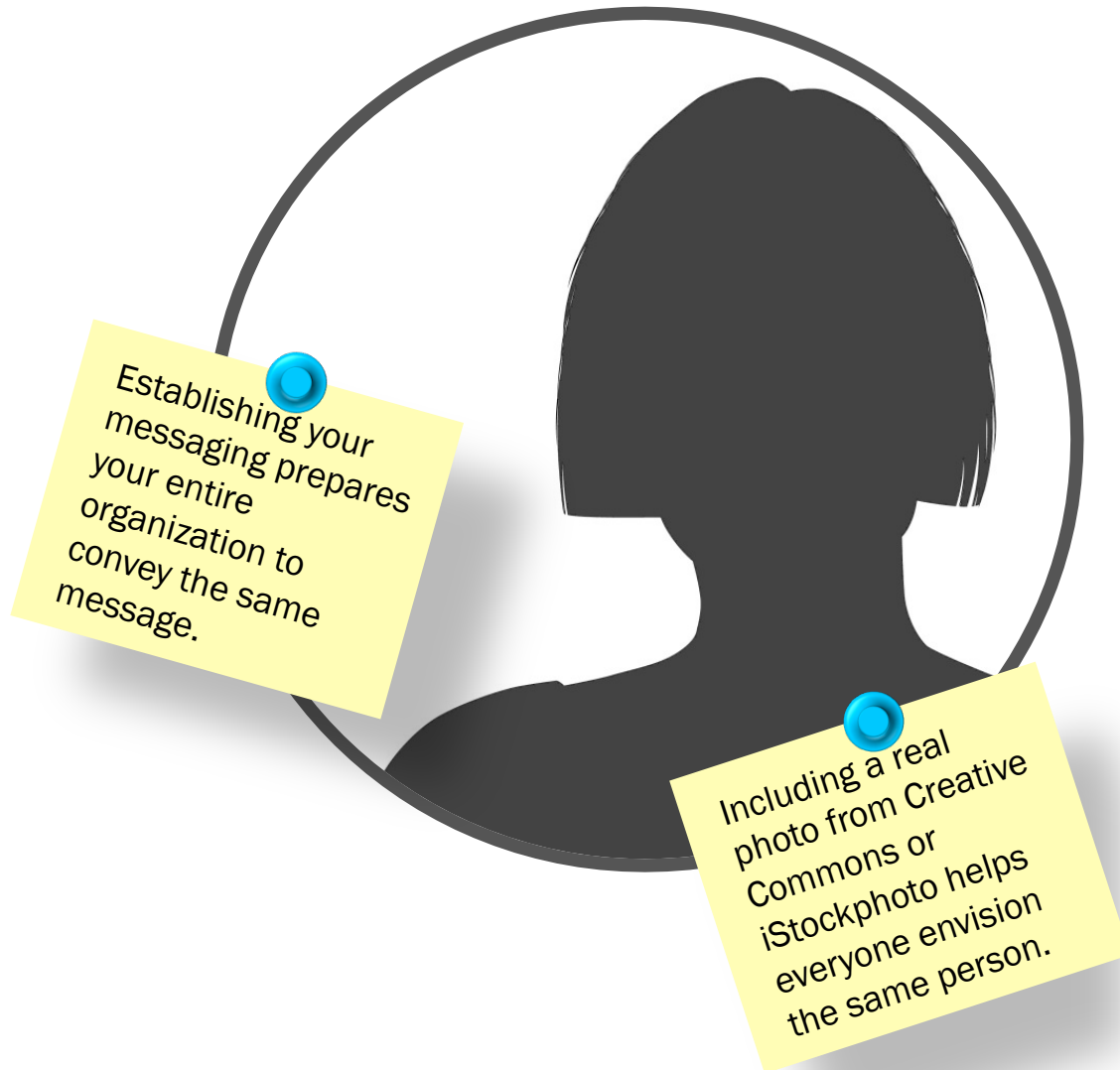
Entrep Val

MARKETING MESSAGING:

- Learn e-commerce for free and with an affordable fee for specialized programs. Valid for one year unlimited learning.

ELEVATOR PITCH:

- Comprehensive e-commerce learning programs that you can access for free or with a fee for specialized ones.



Business Model - The Empathy Map

Designed for: **Digital Marketing for** Designed by: **Janette Toral**

Real Estate Industry

Program

Date:

Iteration:

#4 understand your audience

Customer Perspective:

Entrep Val

What really counts: Make business profitable

Major preoccupation: Meeting targets. Competitive in the market.

Worries: Not meeting targets. E-commerce project not picking up.

Aspiration: Successful. Profitable. Market leadership.

Friends say: "You should sell online"

Environment: Saw some businesses already have e-commerce site. Mostly none.

Boss say: "You need to expand and get more customers."

Friends: Buying products online. Some also sell.

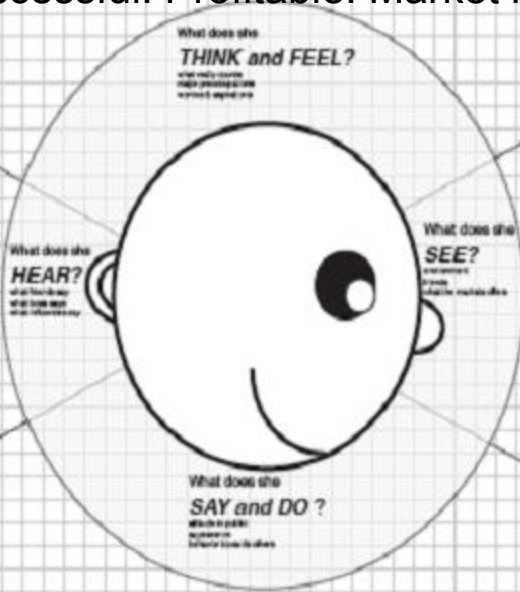
Influencers say: "Stand out. Invest in developing your market online."

Market offers: Many e-commerce learning offerings. Some are free. Some expensive.

Behavior towards others:
Show interest.
Express worries.

Appearance:
Users of tech.
Curious.

Attitude in public:
Competitive. Quiet.
Talk when needed.



Fears:
Project will fail.

PAIN
fears, frustrations, obstacles

Obstacle: Completion of site – go live.

Frustration: Slow pick-up.

Wants / Needs:
Successful Biz.

GAIN
wants/needs, measures of success, obstacles

Obstacle: Manage growth. Tech updates.

Measure success:
Bottomline revenue.
Authority status.