

CURSO ONLINE

Content Marketing

Desenvolvido por

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Persona – Exemplos práticos



Drew

Influencer

ABOUT

Age 25-34

\$50K-75K

High Tech Proficiency

MOTIVATIONS

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

CORE NEEDS

Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notificatinos of on-sale so they can be the first to get tickets.

EVENT INFLUENCERS

Friends

Cultural

Adventure

Learning

Networking

Hype

Credibility

PAIN POINTS

Finding the time to attend events and staying on budget.

39%

Total Universe GTV

12

Events per month

*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.



Jack Carter

- Head of Brand
- London
- Camden - Head office

“ I use the Intranet to communicate comms to the business about Brand. I also use it to book meeting rooms, and manage my meetings. ”

What time's do you visit the Intranet?

8.30am 11.45am 1.30pm 3.45pm

What do you use the Intranet?

I find its the best way to communicate comms and showcase my team's work.

I like to inform the wider business about things we do that change the overall business's perception.

My meetings are managed online so my teams can see where i am and who i am with. This makes it easy for my team to know which locations i will be at any given day

My team is split across the business and would be great to know what they are working on and an easy way to collaborate.

I rarely know about new starters in my teams and who manages them.

I would like a way to only share sensitive information to my teams only.

- Wish List.
- An area for Brand only
 - A way for my teams to share presentations without having to book a face to face or facetime meeting
 - Easy search for information about new starters
 - Tablet and Mobile friendly
 - An area for Heads of departments to collaborate and share what they are doing without sharing it to the business
 - A way to speak to the CEO

User persona from [dribbble](https://dribbble.com)

<https://hinahirani.wordpress.com/>

Persona – Exemplos práticos

Resultados

Persona – Renata Diretora de Marketing



Principais Jobs

Definir como Marketing vai medir se as táticas desenhadas estão acompanhando a estratégia de negócio
Analisar os indicadores da área
Otimizar as ações de marketing
Ganhar autoridade da marca no assunto específico
Gerar autoridade sobre o assunto
Geração de leads qualificados

Manter a comunicação com o cliente consistente e qualquer canal
Planejamento de Campanha
Decisão de investimento
Aferição de Leads
Criação de personas
Coletar feedback dos times de ponta (atendimento ao cliente) para garantir a utilidade da plataforma web para conversão de vendas.
Segmentação de lista e contato baseado em comportamento

Renata Diretora de Marketing

Cargo: Diretora (Responsável) pela área de Web de sua empresa

Objetivos: Melhorar o ambiente, provar o retorno da Web e de seu time.

Desafios: Gerenciar o ambiente político e garantir a prioridade de suas iniciativas.

Tamanho da empresa: Grande Porte

Idade: 35 – 45 anos

Simplesmente ela



Orientada a resultados



Gasta muito de seu dia em políticas internas



É muito importante estar up-to-date



Redes sociais para a vida privada



Qualidade mais relevante que preço