



MODULE

SUSTAINABILITY MARKETING COMPETENCES

Unit 4 | Activity 2 Segment Personas



15min



- Pen and blank paper
- Coloured pens/pencils (optional)
- Access to internet

DESCRIPTION

This activity focuses on how to create personas for each of the prioritised segments and how to use them in your marketing. By creating detailed personas, they can be beneficially utilised in your marketing strategy and communication to effectively target your audience and create relevant content.

THE ACTIVITY

Take a look to see if you have any information about your existing customers or potential customers/businesses that you are targeting.

Step 1: Define Criteria and Parameters.

Define what kind of information and data you have on your customers and whether it can be used and if it is relevant to a specific group or segment.

Step 2: Create Personas.

After defining the criteria and parameters for your personas, create a persona for each segment. If you are operating in the B2B market, create personas for relevant job positions.

Step 3: Compare it with your current marketing.

Check if these personas align with your current marketing activities. Review your customer data, social media presence, and customer mailing lists.

Step 4: Evaluate your previous marketing communication.

Examine your previous marketing communications. Are you addressing the interests of your personas? For example, if they are interested in environmental sustainability, are you effectively communicating that?

Step 5: Brainstorm marketing initiatives and activities to reach your personas.

Engage in a brainstorming session to generate potential marketing initiatives and activities that would be beneficial for your marketing strategy.

THE THEORY

Personas are fictional representation figures for a group or segment, in this case, your customer segments. Businesses usually use personas to represent the majority of their customers. By gathering mutual information, they aim to gain a clearer understanding of who their customers are. This can be used for both B2C and B2B customers. In B2C, it would refer to the end buyers of your product or service. You need to identify who you are selling to and the characteristics of your customer segments.

Here, you can create personas for each major segment, including various types of information such as:

- Demographics
- Drivers and motivations
- Hobbies and interests
- Life situations
- Responsibilities
- Fears and worries



In the B2B market, personas can be used to understand and identify decision-makers and influencers within companies. You can create multiple personas for different companies or have personas representing different job positions. Information that can be included here may cover:

- Demographics
- Skills
- Job descriptions
- Responsibilities
- Job measurements
- Tasks and goals

Nevertheless, the more information you collect to support your customer or segment personas, the better you can target your marketing activities and initiatives towards these segments. By gaining a deeper understanding of their preferences and communication preferences, you can effectively tailor your messaging.

There are multiple online tools available to assist you, such as [uxpressia.com](https://www.uxpressia.com), which offers a free version. Alternatively, you can create personas yourself using pen and paper, as we will attempt in this activity. The important thing is to find a method, tool, and version that suits you best and can be used for your marketing and communication. It's not about doing it perfectly, but rather about doing it. Collecting data and information is key so that you can effectively utilise it.

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