



## Content Manager Training:

### Module BM07: Analytical skills

#### Group exercise:

Work in groups of 4 participants on the following case study.

As Content Manager of the confectionary company “Sugarland” you are responsible for the communication and PR via digital media. This includes also the analytics needed to set up an effective e-marketing campaign.

To this purpose:

- 1) Try to define the target groups of your products and determine the profile of the buyer persona.
  - a. What information do you need to create the buyer persona profile and how would you get it?
  - b. What are the main characteristics of the buyer persona of the confectionary company.

Personas are fictional, generalised characters that encompass the various needs, goals, and observed behaviour patterns among your real and potential customers. They help you understand your customers better.

To create marketing personas for your company, use the following questions to help put yourself in the shoes of your typical customer and determine your persona’s role, goals, challenges, company, and more. One person from the group should ask another using following questionnaire (assumption – you eat sweets!).

Sample questions to ask people during interview:

Role	<ol style="list-style-type: none"><li>1) What is your job role? Your title?</li><li>2) How is your job measured?</li><li>3) What does a typical day look like?</li><li>4) What skills are required to do your job?</li><li>5) What knowledge and tools do you use in your job?</li><li>6) Who do you report to? Who reports to you?</li></ol>
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Company/Organisation	<p>7) In which industry or industries does your company work?</p> <p>8) What is the size of your company (revenue, employees)</p>
Goals	<p>9) What are you responsible for?</p> <p>10) What does it mean to be successful in your role?</p>
Challenges	<p>11) What are your biggest challenges</p>
Watering Holes	<p>12) How do you learn about new information for your job?</p> <p>13) What publications or blogs do you read?</p> <p>14) What associations and social networks do you participate in?</p>
Personal Background	<p>15) Describe your personal demographics (if appropriate, ask their age, whether they're married, if they have children).</p> <p>16) Describe your educational background. What level of education did you complete, which schools did you attend, and what did you study?</p> <p>17) Describe your career path. How did you end up where you are today?</p>
Shopping Preferences	<p>18) How do you prefer to interact with vendors (e.g. e-mail, phone, in person)?</p> <p>19) Do you use the internet to research vendors or products? If yes, how do you search for information?</p> <p>20) Describe a recent purchase. Why did you consider a purchase, what was the evaluation process, and how did you decide to purchase that product or service?</p>

Then, try to think who else can be your buying persona. Don't be surprised if you discover two or more distinct personas emerging from your research; that's exactly what this exercise is meant to uncover.

- 2) Since a broad number of customers order online, how would you assess the success of your online marketing activities?
  - a. What information do you need from web analytics?
  - b. How and what information do you intend to present to the



- i. Marketing/Sales team
  - ii. Management board?
- c. Draft a short web analytics report for both: Marketing team and Management board.