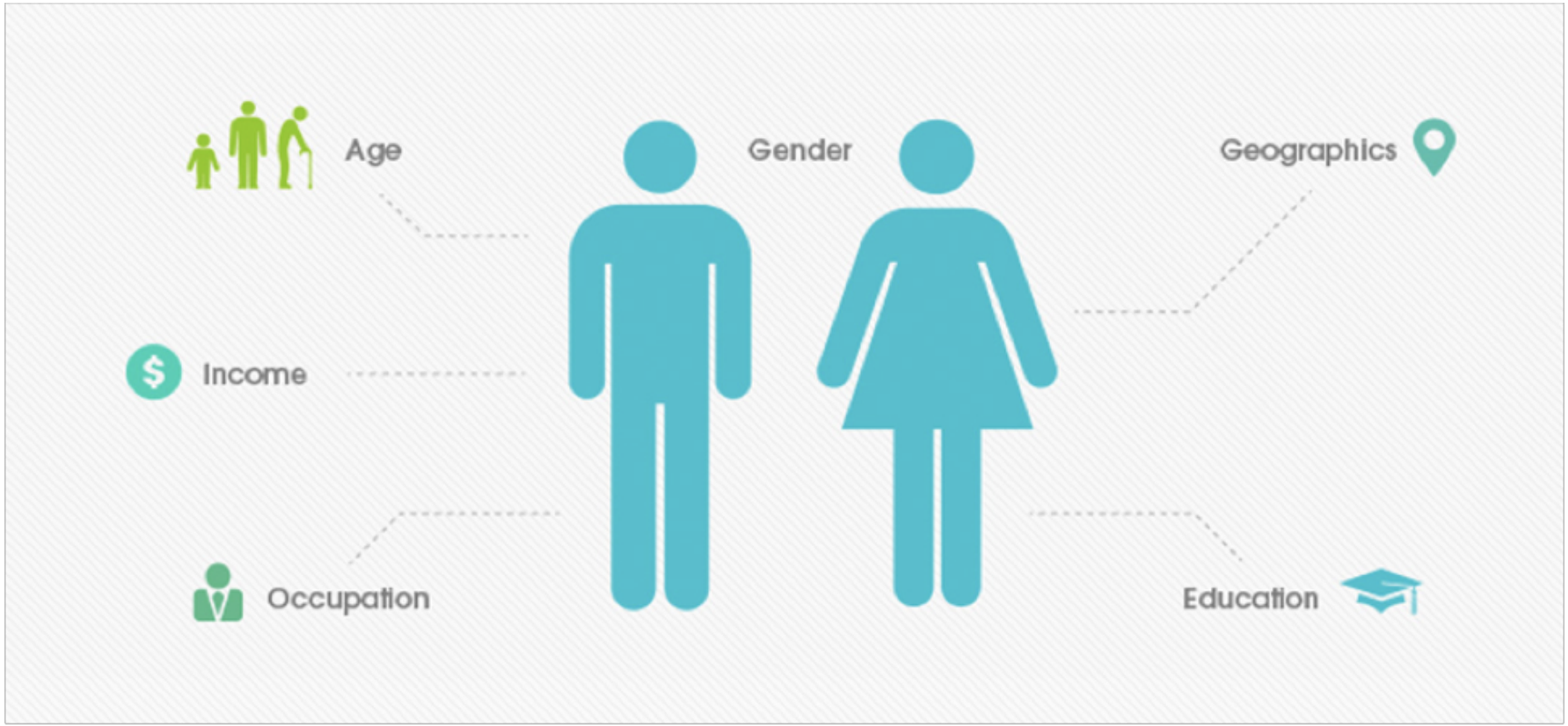
Digital persona

Digital persona (ONLINE TARGET)

When it comes to digital, target is usually called digital persona. The digital persona is a description of a specific target and its behaviour in the digital landscape.

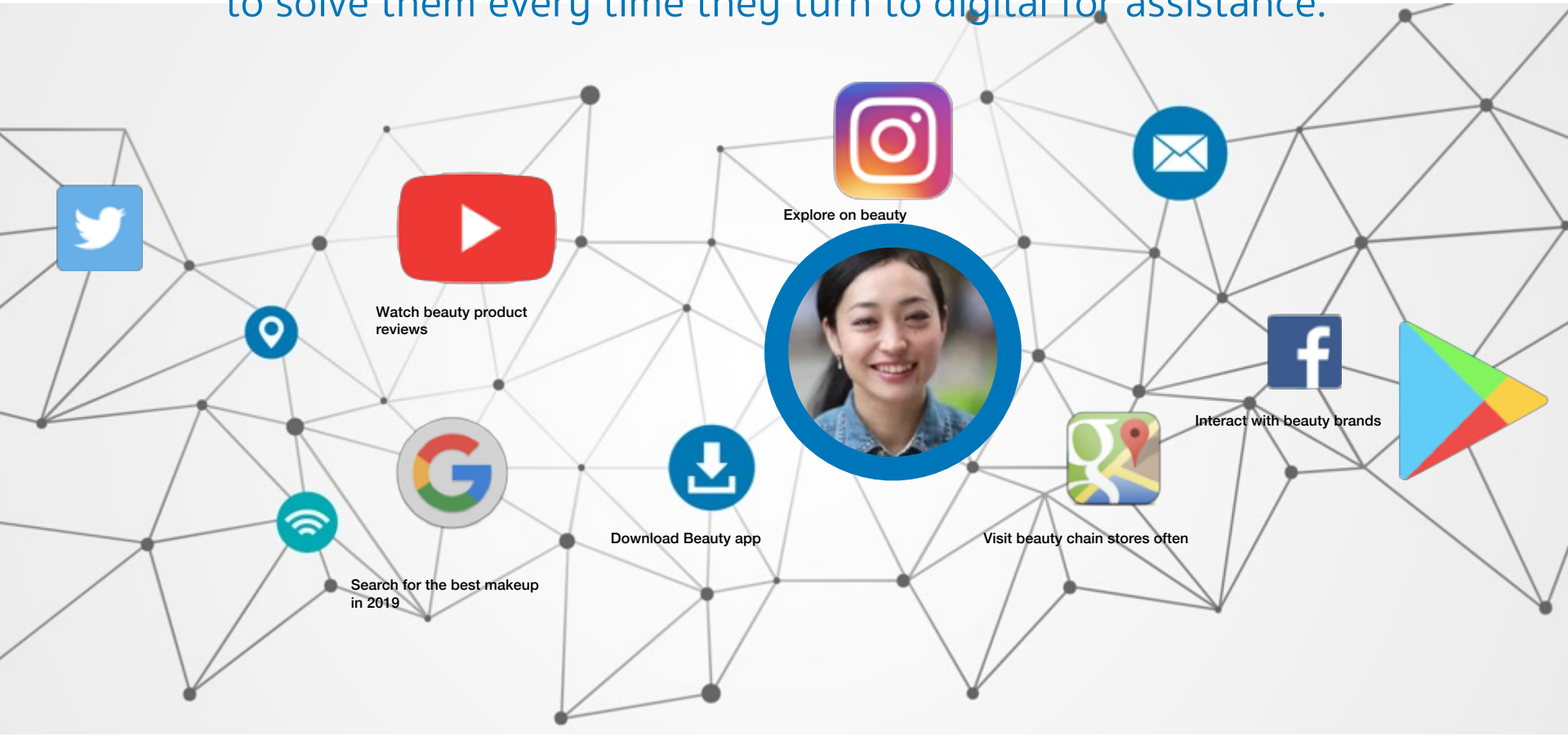
- What is the normal consumption of digital of this target? What to they do online? What type of things they normally try to accomplish?
- What are the platform where they interact the most?
- Are they actively engaged or passive receivers of digital communication?
- How does this person use digital in relation to our category of product? This is called “digital journey” and it is a crucial tool to understand what is the role of different digital touchpoints to influence their decision process when buying a specific category of products.

In the past, we used demographics to approximate user intent and inform our targeting and creative.



We assumed that those who are in the same demographic have the same interests and needs, so we traditionally adopted a ONE SIZE FITS ALL approach for marketing plan.

But something happened on digital: although they might be solving the same problems (example moisturise their skin) people are signalling different ways to solve them every time they turn to digital for assistance.



Those different ways define different groups of people with different journeys, making paths to purchase more complex than ever.

Some of them search a lot for promotions before buying a moisturiser

Some of them might be particularly interested in knowing if the product is made of natural ingredients

Some of them might be interested in hearing what experts and influencers say about it

Some of them are very confident already and don't need other opinions to decide, they just want to know what ingredients the product is made of

Confusing? The good news is that precise targeting has never been so simple since social media appeared. If we can define the most relevant groups we can find the way to talk to them. Almost individually.

The challenge is to really know our customers.....

Which platforms are they using or what is the best interaction for a consumer in a particular moment, so you can put the right message at the right place through their digital journey.

What is digital journey?

A visual representation of every experience your clients and prospects go through as they interact with your brand and product from awareness, to consideration, to purchase through digital touch-points and signals.

Why do we have to understand consumer touchpoint?

When we know how they interact with each touchpoint, we can interpret form those signals of what they really WANT and where they can meet us...which is very important for creating digital ads and messages to the right people on the right place at the right time.

Think about how we can use different touchpoints in solving the same problem and how could we use this information for our marketing activities:
Do they watch product reviews because they need a lot of information?
Or do they follow influencers because they just want some inspiration?
Or do they search for coupons because they want to get the best deal?

Each of us has different journey based on different needs. Do we have to target all of them? In reality, it's impossible to serve different ads to EVERYONE differently...

Therefore, we can group those who have similar interests and intent into A GROUP OF PERSONA as our represented population.

SENSITIVE SKIN

PROBLEM SOLVERS

SWEET LOVERS

How each persona is different from others? They have difference in....

ATTITUDE	ONLINE BEHAVIOUR
INTEREST	BRAND USAGE
OPINION	PURCHASE BEHAVIOR
INTENT	DIGITAL TOUCHPOINT

SENSITIVE SKIN

ATTITUDE	ONLINE BEHAVIOUR
INTEREST	BRAND USAGE
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PROBLEM SOLVERS

ATTITUDE	ONLINE BEHAVIOUR
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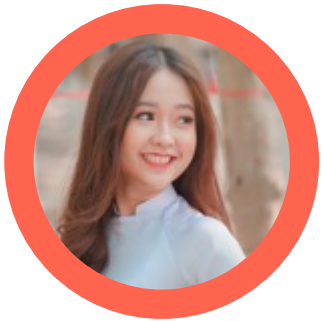
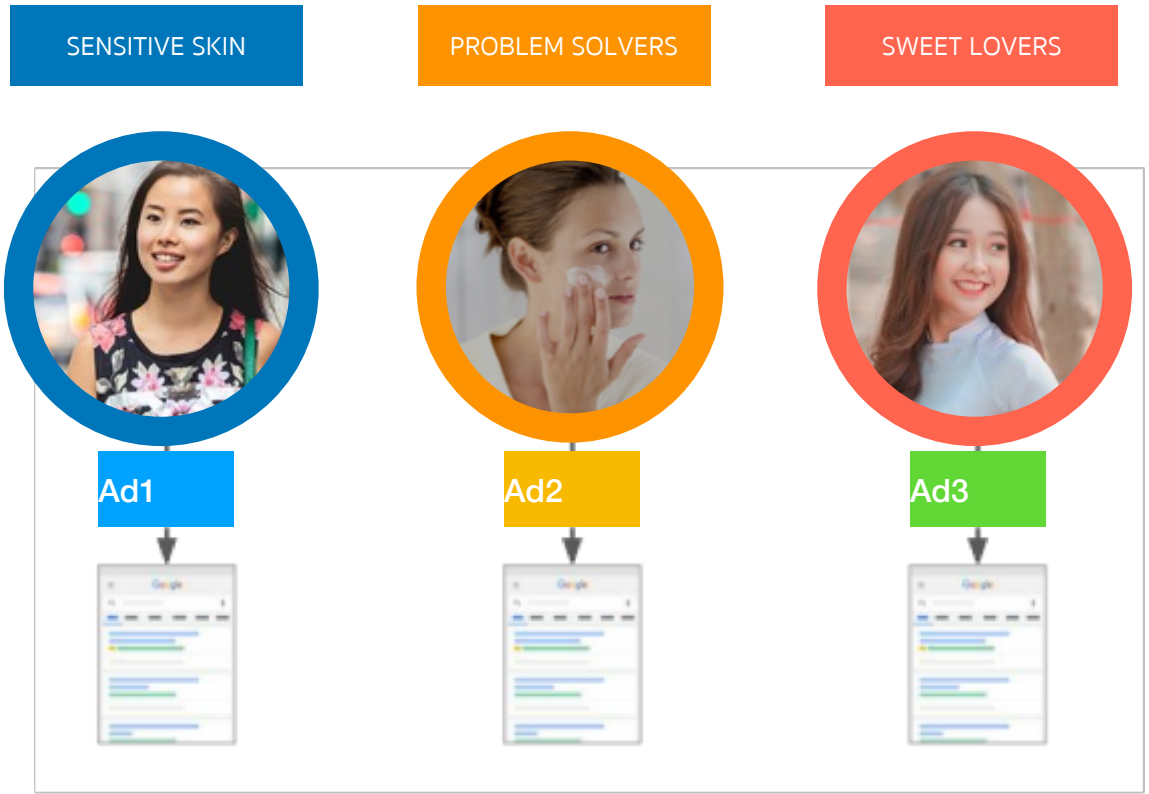


SWEET LOVERS

So we can target them differently based on DIGITAL PERSONAS.



Let’s look at real cases

LBP launch – UNILEVER Thailand

Challenge: launch a new personal care in Thailand

Execution: digital campaign with different executions for different sub-targets

Actions: extremely high engagement rates 6.8% and view rates compared to other leading brands in the same category. Successfully completed launch in Thailand

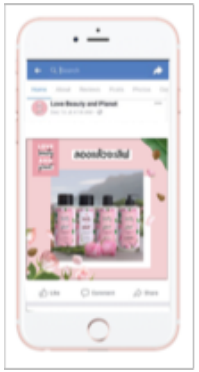
LOVE beauty AND planet

Generate awareness and engagement

NATURAL LOVER

PREMIUM MASS

SUPER PREMIUM



PROBLEM SOLVERS

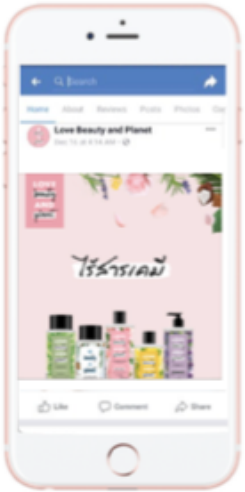
NATURAL LOVER

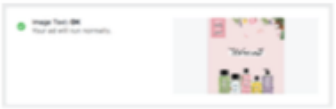
คุณค่าความสวยแบบออร์แกนิก

#เราสวยโลกสวย

NATURAL LOVER

Trigger





Phase 1

Phase 2

PREMIUM MASS

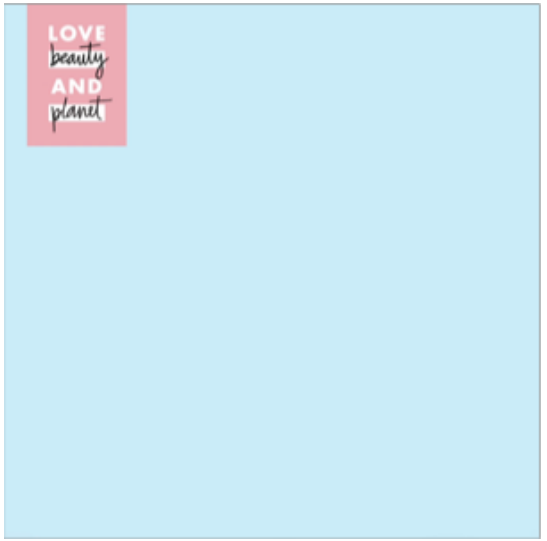
ผลิตภัณฑ์ใหม่สุดฮิตจากอเมริกา ที่สาวๆต้องมี
#เราสวยโลกสวย

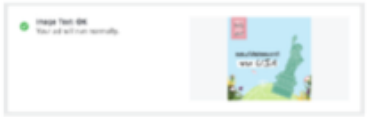
PREMIUM MASS

Trigger

Phase 1

Phase 2





SUPER PREMIUM

คัดสรรส่วนผสมชั้นเลิศจากธรรมชาติ
เพื่อความสวยของคุณและโลกใบนี้
#เราสวยโลกสวย

SUPER PREMIUM

Trigger

Phase 1

Phase 2

PROBLEM SOLVER

บ๊ายบายทุกปัญหา เพื่อความสวยเปล่งจากธรรมชาติ

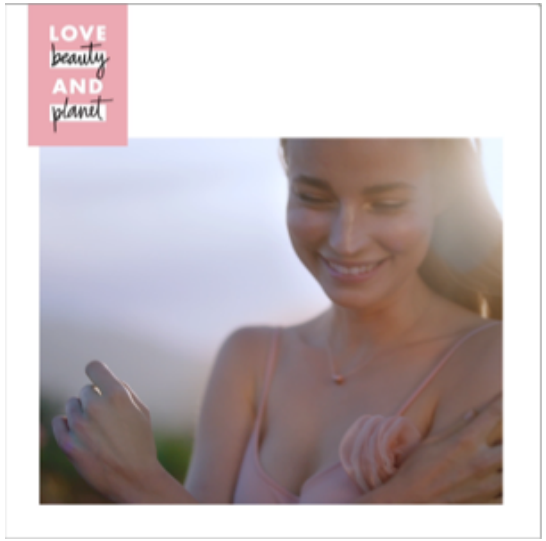
#เราสวยโลกสวย

PROBLEM SOLVER

Trigger

Phase 1

Phase 2



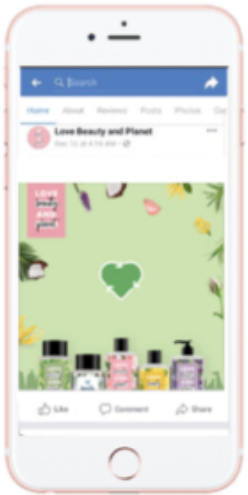
ECO LOVER

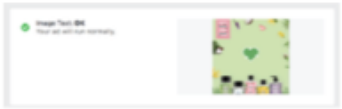
โลกสวยด้วยขวดที่รีไซเคิลได้ 100%

#เราสวยโลกสวย

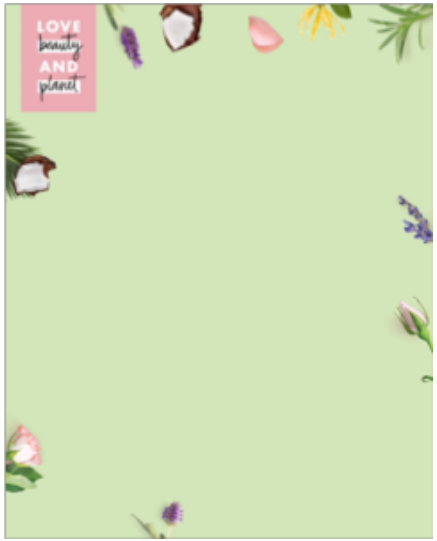
ECO LOVER

Trigger





Phase 1



Phase 2

SUMMARY - What do we learn?

- It’s important to show the right digital ads to the right target based on those SIGNALS. Therefore, ads should be tailored to meet target needs.
- Knowing their digital touchpoint can make us know their behaviour, interest, and intent
- Knowing what they are interested in and where they can find us so that we can serve the right ads
- Knowing when they interact with social media can help us target at the right time