

# THE SCIENCE OF REACHING & ACTIVATING YOUR AUDIENCE



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# DATA: THE KEY TO UNDERSTANDING YOUR AUDIENCE

Data analysis has taught us that the axiom, “If you build it, they will come,” is no longer true. Simply having a great product or service isn’t enough to be seen and heard in a world of message bombardment.

**LESS THAN  
FIVE  
SECONDS.** **That’s the amount of  
time you have to pique  
consumers’ interest.**

Data is key to understanding audiences and their behaviors, informing the media mix (activation roadmap) to reach that audience and measuring performance to inform optimizations, strategy and creative. This guide provides you with a tangible marketing strategy, as well as tactical information that will help you and your marketing team reach and activate your company’s audience.

## AUDIENCE PERSONAS: INFORMING MARKETING DECISIONS

Many agencies have partnerships with third-party research firms to develop thorough personas for your audience. However, there are many ways you can better understand your audience and their behaviors before venturing down a more sophisticated path.

- 1 Google Analytics:** With [Search Console](#) installed within your analytics, you can better understand what keywords people are searching to land on your website. This not only can inform you about the growing or shrinking, need for certain products, services or features, it can also inform you on the types of content you can develop to meet the interests of your audience.
- 2 Frontline Staff:** Stay in close communication with the people who are the “boots on the ground” with your customers. Whether they are on the phone with them or directly delivering the product or service, they know best about the joy and pain points of your customers. Provide an easy way for the frontline team to communicate with the marketing department. [Workplace by Facebook](#) or [Slack](#) are great ways to make the cross-sharing of information easier.
- 3 Facebook Insights:** If your business has Facebook and is not using [Facebook Business Manager](#), put this paper down and ask your marketing team to make that change. Through Business Manager, you can access Audience Insights, which can allow you to plug in information about your audience or use the audience who likes your Facebook page. You can learn behaviors, like if they prefer to use cash over credit, and what credit card they prefer, or if they have children in their household or are a young married couple and much more.
- 4 User Behavior Analysis:** By leveraging user behavior, you can determine content that is important to your audience. User behavior reports can show you missed opportunities on your site, including when high-value buttons are too low on a page or when visitors consistently attempt to click unlinked images. Both examples can derail a visitor’s journey on your website, lowering your conversion rate and missing potential sales. Two inexpensive user behavior tools include:



- **CrazyEgg:** Gain insights into how visitors interact with your site through visually impactful reports, including scrollmaps, heatmaps, confetti maps and list reports.
  - **Pros:** Easy to install and set up, low pricing with scalability and visual reports
  - **Cons:** Lacks accuracy on dynamic pages, no surveys and no recommendations
- **HotJar:** Hotjar combines all the analytics and feedback tools you need to optimize your platform, including heatmaps, surveys, conversion funnels, feedback polls and visitor recordings.
  - **Pros:** Lots of features, easy to use and visually impressive
  - **Cons:** Lack of integrations, unable to save filters and no A/B testing

Data is both an art and a science. To develop accurate personas of your audience you need to take the numbers and the qualitative information from conversations and interactions with customers to inform your marketing decisions. Pairing this knowledge with media consumption trends and habits can help make the data meaningful and actionable. You can find some media consumptions trends and habits in a Google search, but this is typically when partnering with a third-party is your best option, if budget is available.

Once you have thorough persona developed, that will drive the formulation of an activation roadmap.

## ACTIVATION ROADMAP: RIGHT PLACE, RIGHT TIME

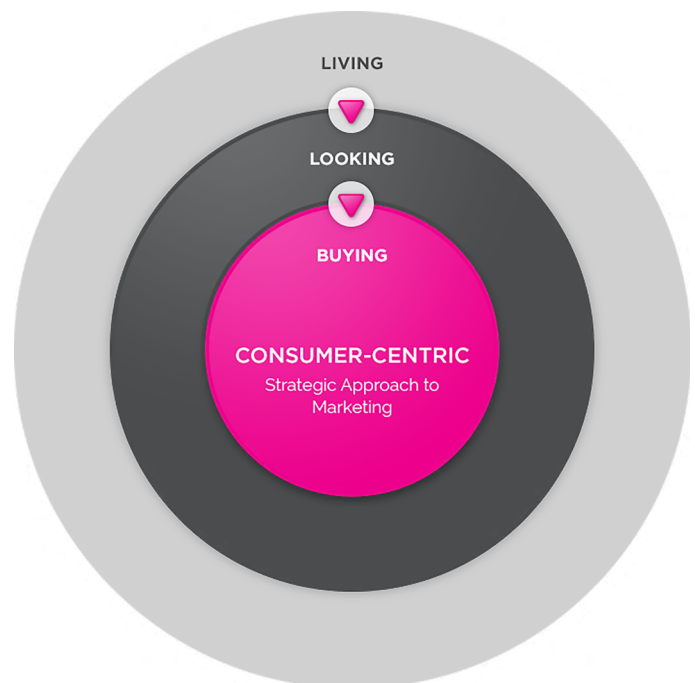
An activation roadmap defines each interaction and touchpoint a customer has with a brand across living, looking and buying phases.

This consumer-centric take on the traditional marketing funnel, sometimes visualized as an upside down pyramid, ensures that all aspects of marketing intercept them right time, right place and with the right message.

Chances are high the consumer isn't always thinking about your brand—they're out living their lives. **This is the living phase.** People may first become aware of your brand when they see or hear an ad, it is mentioned by a friend or a life event has occurred.

Then they begin the research process and utilize multiple channels to become fully informed about a product or service. **This is the looking phase.** They seek counsel from friends and family, conduct online research and talk to influencers and product experts.

At some point, the consumer decides to take an action—to purchase, sign up, enroll, etc. **This is the buying phase.** At this point, it's important that your brand makes it easy for the consumer to take this action and reinforces that the consumer made the right decision.



Activation roadmaps are built on research and rely on insights from all stakeholders. Every roadmap has its own look and feel, dependent on organizational structure, business goals and value proposition, but are founded on three key principles:

- 1 Stage of Engagement:** Identifying the phases in the decision-making process of customers seeking your services or product
- 2 Channels:** Overlaying the communications channels and touchpoints a customer is having with your brand within each phase
- 3 Experience:** Researching and understanding what the customer is thinking and feeling at each touchpoint

Activation roadmaps are designed from the customer's point of view, and ensure that you are reaching the customer right time, right place, with the right message. By tapping into the wants, needs and expectations of customers rather than business functions and processes, you can uncover the most significant interactions. These interactions allow you to enhance the customer's experience and optimize how you're engaging, the messages you're sending and the results you're generating.

Taking your personas, create an activation roadmap that incorporates channels that typically work well within each phase:

- 1 Living:** Typical channels include TV, out-of-home, radio, print, media relations and paid social
- 2 Looking:** Typical channels include email marketing, influencer marketing, display, paid search (longer tail keywords), organic social and native advertising
- 3 Buying:** Website user experience, mobile app user experience and transactional emails

Visually mapping these out will allow you to identify gaps in your marketing plan and to build KPIs (key performance indicators) that are appropriate to where the consumer is in the journey with your brand.

## MEASUREMENT: IS IT WORKING?

So now that you've built your personas and have begun executing your activation roadmap, how do you know it's working? Outlined below are some typical KPIs for each phase. However, it's important to add and remove KPIs as needed to track performance to your overall marketing goals.

- 1 Living:** Impressions, frequency, CPM (cost per thousand impressions) and ad recall lift
- 2 Looking:** Clicks, CTR (click through rate), CPC (cost per click), website traffic, keyword ranking, social engagement/online conversations, email open rates and email CTR
- 3 Buying:** Conversions, email CTR, app downloads, website time on site, website user experience map, website path to conversion, website page views, cart abandonment rate and cart completion rate



With the proper measurement structure in place, you can understand how a customer arrives at making the purchase decision (and that the path to purchase is no longer linear or predictable); you can effectively identify opportunities to reach them with messages that resonate at certain touchpoints; and detect gaps that occur along the way. While the end goal is to get the consumer to take an action, it's also important to recognize that "micro-conversions" along the way are key indicators of intent to buy, and give you data points you can use later on to assess which triggers and channels were most effective in leading to the end conversion.

**PRO TIP:** Make sure you have a [UTM code structure](#) setup to measure the effectiveness of your digital outreach tactics.

We also recommend pulling your reporting forward into one dashboard to help the internal team easily make optimizations to improve performance, and to report out to leadership and board members on the effectiveness, or not, of your marketing efforts. We really like [Google Data Studio](#) because of the native integrations, user interface and cost effectiveness (it's free).

## ABOUT MOORE

[Moore](#) is an integrated communications agency with locations in Denver, New Orleans, Tallahassee and West Palm Beach. Moore learns audiences inside and out through robust discussion, discovery and data collection. The agency does many things well—advertising, advocacy, branding, digital marketing, social media and more, but it all hangs on bold, creative ideas. Moore specializes in understanding the behaviors, motivations and triggers of audiences and meets them at every point along the consumer journey where they live, look and buy. Representing Fortune 500 companies and small organizations alike, Moore gets results that matter.





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