

Data-Driven Persona Starter Guide

What You Need to Automate Persona Generation

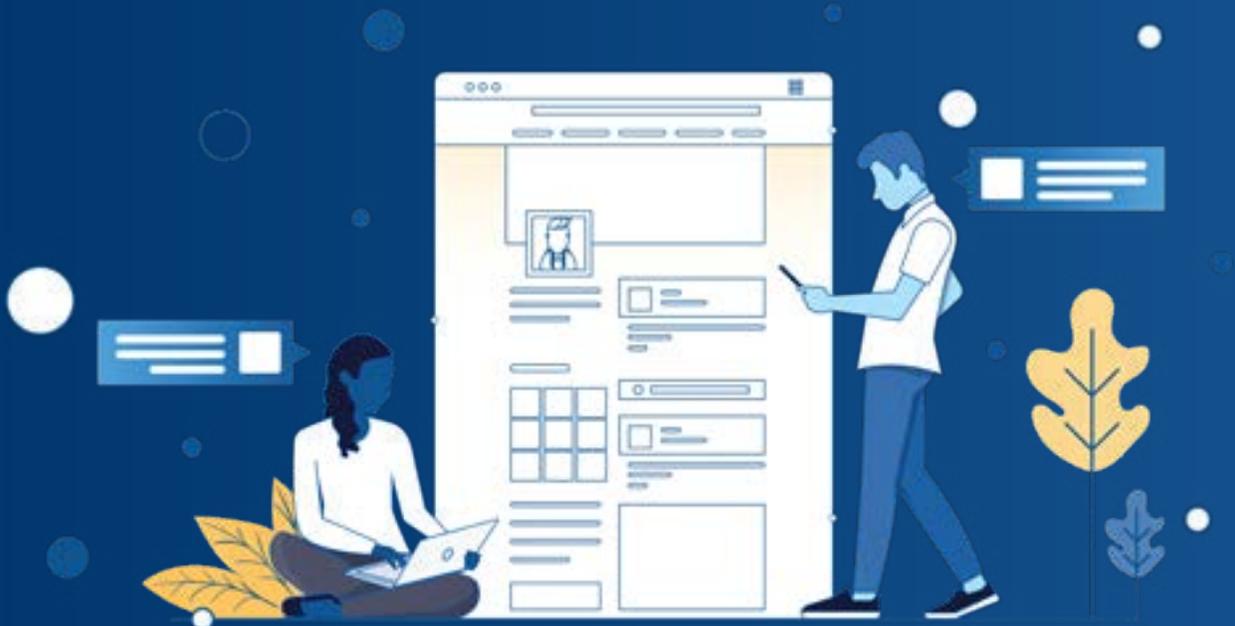


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What is a Data-Driven Persona?

A persona is a methodology for representing a segment of your audience, users or a specific customer population in a visual manner that people can understand. Whether your company is an international conglomerate or a small local business, having detailed customer personas is an essential marketing tool to understand and connect with your audience.

Traditionally, building customer personas requires a lot of manual efforts and time. However, data-driven personas provide an efficient and revolutionary approach by automatically generating and building user-centric and audience-centric representation of customers.



On average, small companies can expect to spend 22.5 to 72.5 hours creating customer personas, while larger companies can expect to dedicate a minimum of 55 to 102.5 hours.

A data-driven persona is derived by analyzing your target audience data and metrics (demographics, behavioral and psychographic) then accurately present such analysis via a graphical and easy to understand user profile.

The resulting persona is an intelligent combination of user data and empathy that guides the high level strategy of your branding and marketing campaign as well as advertising, design, content creation for a variety of market segments.

We have put together this guide to help you get started with creating your data-driven personas. Using this guide will help you navigate through creation then the deployment of such personas.

Using Online Data to Automatically Generate Audience Personas

Data-driven personas are an interactive decision tool providing actionable insights about a company users, audiences and customers.

Data-driven personas combines the abundance of digital consumer data, the advancement of data science and the latest web technology to accurately segment and efficiently analyze millions upon millions of online consumer interactions and behaviors. The result is a vivid visualization and a timeline of automatically generated data-driven personas.

Some examples of user activity metrics include:



Likes



Comments



Impressions



Hashtags



Shares



Conversations

What You Need to Automate Persona Generation

You can leverage available user data to inform and power the creation of your buyer personas. Your audience's social behavior online will be analyzed to generate a targeted consumer segmentation and be the foundation for making personas that are based on actual and unfiltered customer data.

Advantages of Understanding Consumer Behavior:



- Targeted communication
- Understanding of brands multichannel
- Comprehensive view of the consumer
- Consistent messaging across online platforms
- Knowledge of audience preferences
- Discover where consumers interact

Your online social media channels provide you access to detailed customer behavioral and demographics data which will drive your persona generation and analysis. A software solution deploying segmentation analysis, topics of interest and preferences analysis as well as sentiment analysis is able to provide you with detailed personas that accurately represents your audience.



The Importance of Online Content in Personas

The type and quality of content your team creates will drive the online audience traffic and engagement, therefore the type and amount of data collected.

With data-driven persona analytics, you will be able to measure and determine the effectiveness of your content by analyzing the changes in your data and personas.



Examples of social media content can include:

- Videos
- Infographics
- Blog posts
- Industry articles
- Product news
- Event announcements

When generating personas from online and social media data, it is important that you collect and analyze the right data metrics. For example you can collect aggregated demographics to be able to segment your audience data based on age, gender and other social determinants. You can also analyze user comments to understand user sentiments about your brand.

Data-driven personas can provide you with good insights on how your audience feel and related to the content you are producing as well as the products you are building.

Understanding Your Target Audience

Demographics and psychographics audience data contributes to providing important information about the general attributes, interests, and affinities of your target audience. Such data elements, along with other content, drives how a solution generates data-driven personas.

The analysis of the personas and the collected data attributes will help you gain valuable insights about your market and audiences.

Meaningful attributes of your audience can appear in the form of:



Sentiment



Interests



Brand affinities



Occupations



Income



Marital status

The audience insights gained from personas give marketers valuable analysis of the ideal consumer profile with sentiment information and topics of interest analytics. Automatic Persona Generation helps you accelerate and automate the process of understanding your market via a predictable, repeatable and scientific methodology based on data science.

Data-Driven Persona Platform

Now that we understand the importance and the benefits of data-driven Personas, the next step is finding the technology or the solution that will help you implement automatic persona generation. Such solution will need to automatically connect with, ingest and understand online and social media data including its attributes and content.



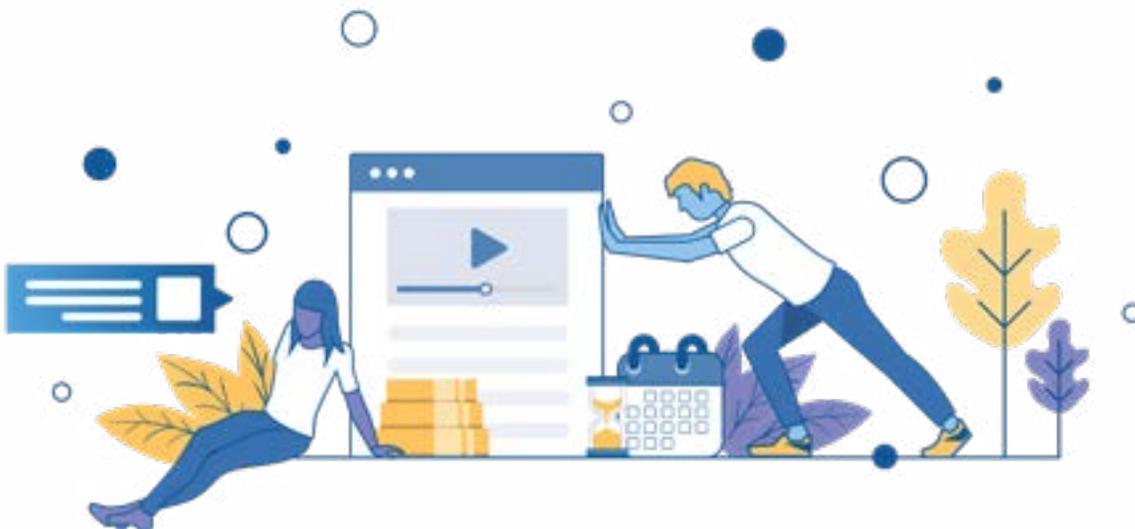
Ideally, you want to find a platform that:

- Creates personas automatically
- Is user-friendly
- Layers data from social channels
- Has effortless integration

Finding an AI/ML platform that will automatically generated personas and provide you with audience insights will help your business make informed strategic decisions.

Voralnsight developed a persona analytics platform that is able to automatically generate personas using social media data or first level online data (CRM, eCommerce, etc.).

Connect with us and we can assist you with implementing your social data on our platform.



Final Note

Data-driven personas can significantly change how your research, manage, engage and track your audience and customers. At first, it seems like a daunting task to transition from manually created personas to an AI-driven platform that automatically generates and analyzes personas quickly and easily.



As a reminder, keep these steps in mind:

- Use social analytics to your advantage.
- Analyze your content and social behavior with it.
- Understand the drives and interests of your targeted audience.
- Select a platform that will generate personas based on your data.

In this big data age, digital marketers should not waste countless hours examining and researching to create a persona representation of their consumers. It is better that their time is devoted to creative development, digital strategy and campaign management. Utilizing data-driven personas can quickly and easily give you the powerful tools and insights you need to efficiently market to your target audience.

Eliminate the busywork and start using data-driven personas to reach your audience more effectively.

If you would like to learn more about automatic persona generation, click the button below.

[GET IN TOUCH WITH US!](#)

About Us

At Vorainsight, our objective is to automatically generate your personas by analyzing your aggregated social media data, e-commerce, CRM and other first party data. We give you the ability to humanize your audience and enhance market segment data.

We help brands, agencies and businesses generate personas using data from their social media accounts so you can spend your time and efforts on marketing strategies that help you stand out. Analyze and compare personas on our platform in a fraction of the time.

SCHEDULE A DEMO WITH VORAINSIGHT!

