# WORKSHOP: DATA MARKETING STORYTELLING

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INTEGRATE

# A MARKETING STORY…

Who is this product intended for?

How can we reach that audience?

What message will resonate with them?

# AUDIENCE

## About

- Slightly more men
- Age: 25 – 45
- Outdoor enthusiasts
- Social media preference: Facebook
- Average credit card debt: $6,832

## Goals

- Lower monthly payments
- Reduce unsecured debt
- Long-term financial solution

# RESULTS

- $1.3 Million in loan balances

- 6.8% response rate against industry average of 2%

- *Lots of feedback*
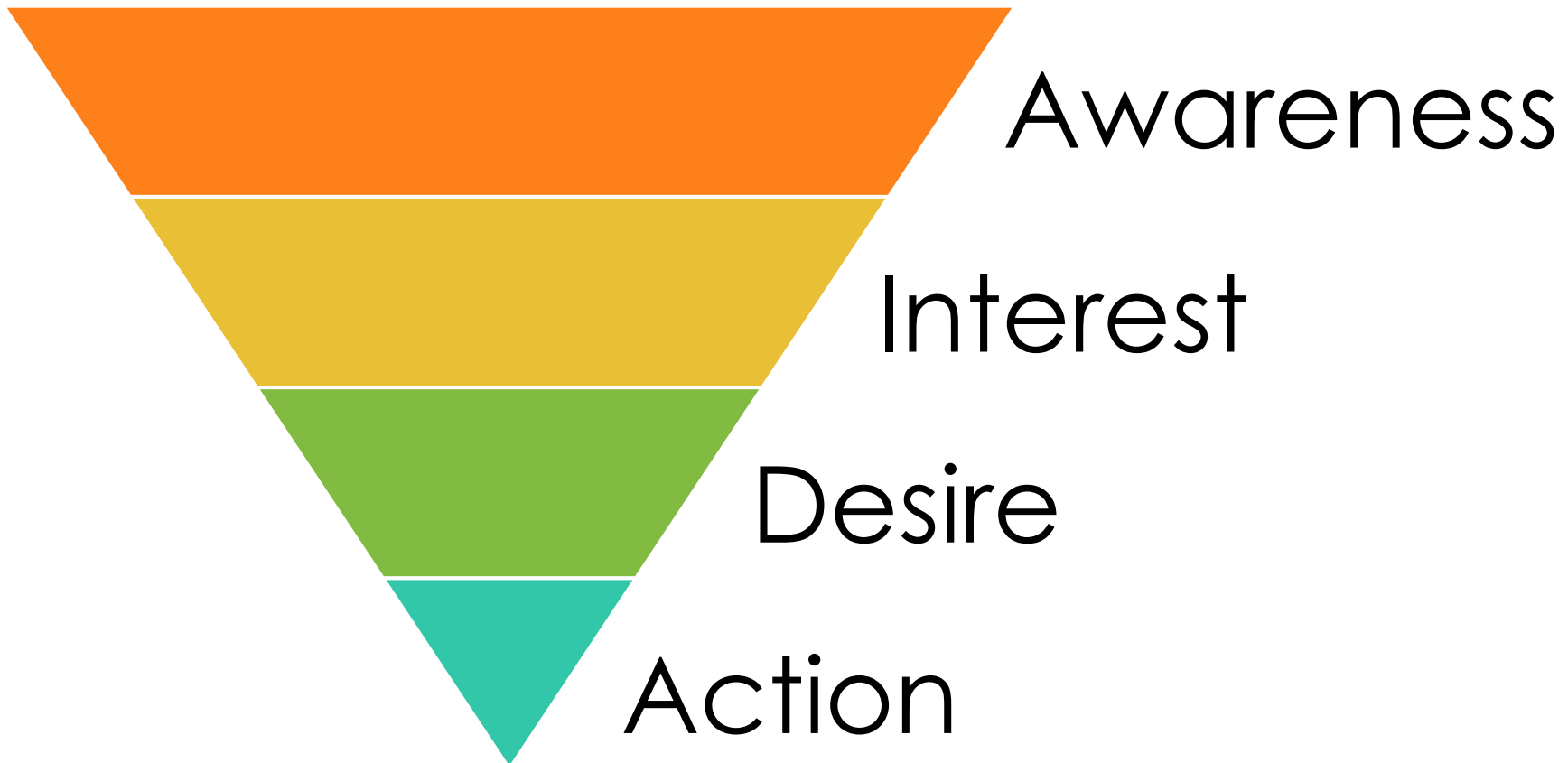
# ELEMENTS OF STORYTELLING

# Relatable Characters

# Conflict

# Resolution

# WHERE TO START

# TYPES OF DATA

## Quantitative

- Any information that can be counted or measured and given a numerical value.

- Example:
  - 300 People Attended A Conference
  - 100 New Accounts Opened
  - 33% Success Ratio

## Qualitative

- Any information that is expressed in terms of language or descriptive.

- Example:
  - My business was the first to present a product during the conference
  - Most attendees preferred our digital features

# TYPES OF DATA

## First Party

- Information that is collected and stored by the company about their website visitors and customers

- Examples
  - Google Analytics
  - Point-of-sale (POS) System
  - Customer Relationship Management (CRM)

## Third Party

- Information that is not collected and stored by the company about markets, prospects, and customers.

- Examples
  - Syndicated Data Providers
  - Audience Segment Services
  - Suppliers / Vendors

# PERSONAS

- Needs

- Motivations

- Preferences

# "SAVER SALLY"

**Job Title:**
Marketing Analyst

**Age:**
25-34

**Highest Level of Education:**
Bachelor's degree

**Social Media:**
- Instagram
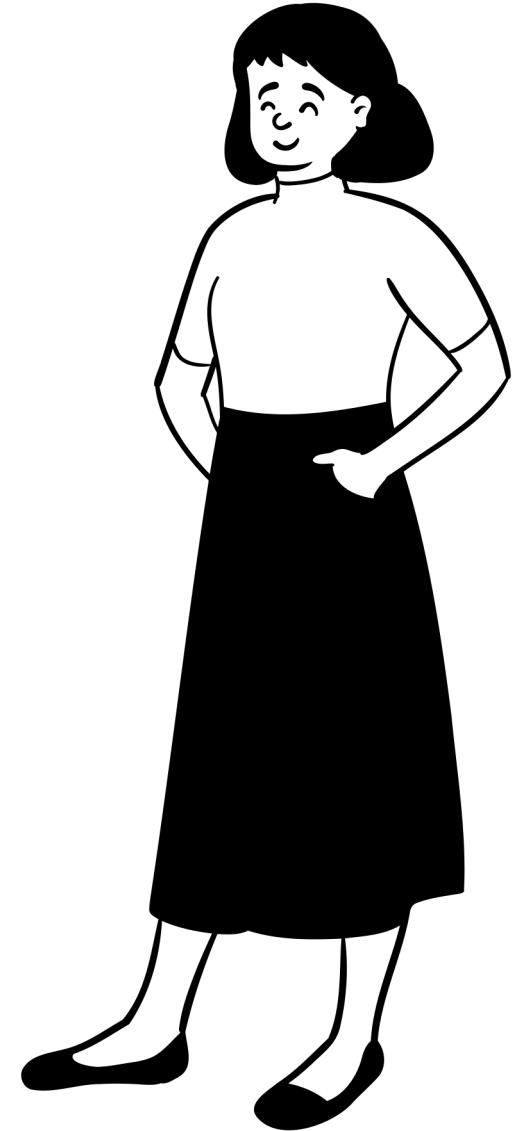- LinkedIn

**Needs:**
- Manage expenses, including housing and student loan payments
- Down payment to buy a home

**Motivations:**
- Reaching savings goals
- Finding a lower payment

**Preferences:**
- Automatic bill payment
- Online financial management

# "SPENDER STEVE"

**Job Title:**
Sales Manager

**Age:**
35-44

**Highest Level of Education:**
Bachelor's degree

**Social Media:**
- Facebook
- Instagram
- LinkedIn

**Needs:**
- Budgeting tools
- Affordable monthly payments

**Motivations:**
- Latest technology
- Travel

**Preferences:**
- Online banking
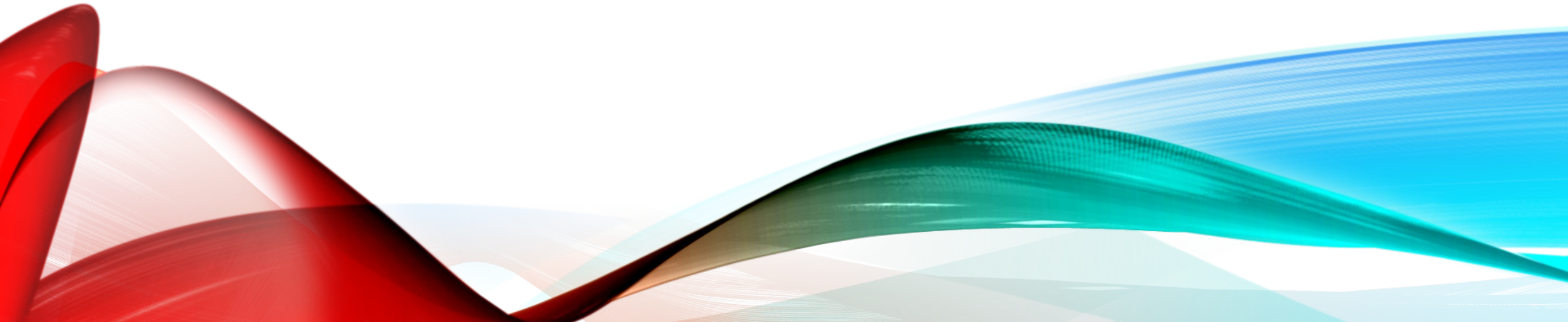- Multiple financial institutions with the best deals / rates
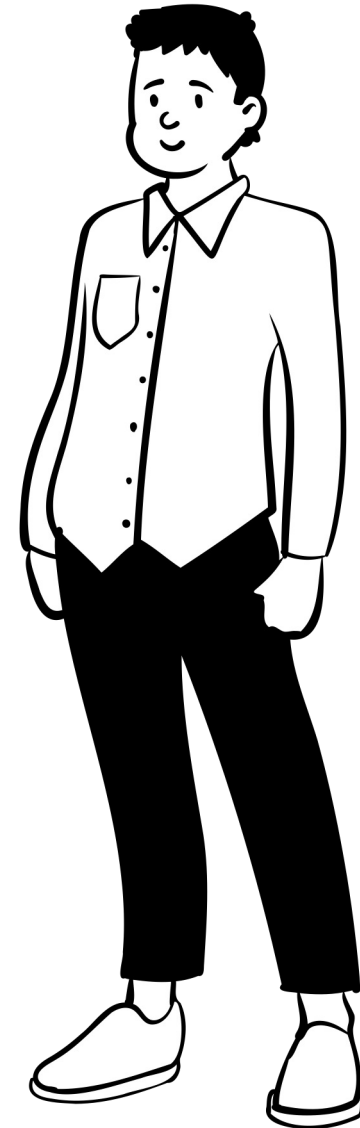
# EXERCISE: WORKING WITH DATA

# 3<sup>RD</sup> PARTY DATA

Google Analytics

# VALIDATING DATA

Google Analytics provides demographic information.

Information on GA may provide an approximation of actual results

Primary Dimension: **Age**

| Plot Rows | Secondary dimension ▾ | Sort Type: | Default ▾ |

| | Age ? | Acquisition |
|---|---|---|
| | | **Sessions** ? ↓ |
| | | 142,892<br>% of Total: 26.86%<br>(531,956) |
| ☑ | 1.  25-34 | **30,013** (21.00%) |
| ☑ | 2.  35-44 | **29,007** (20.30%) |
| ☑ | 3.  45-54 | **24,298** (17.00%) |
| ☑ | 4.  55-64 | **21,993** (15.39%) |
| ☑ | 5.  65+ | **20,597** (14.41%) |
| ☑ | 6.  18-24 | **16,984** (11.89%) |

# INTERESTS

- Affinity Category

Higher funnel activities, which are comparable to Facebook Interest Categories.

This data is less about purchase behavior and more about the broader interests of your website visitors.

## Affinity Category (reach)

| | | |
|---|---|---|
| 4.96% | | Food & Dining/Cooking Enthusiasts/30 Minute Chefs |
| 4.22% | | Lifestyles & Hobbies/Outdoor Enthusiasts |
| 3.71% | | Home & Garden/Do-It-Yourselfers |
| 3.34% | | Lifestyles & Hobbies/Pet Lovers |
| 3.30% | | Banking & Finance/Avid Investors |
| 3.01% | | Shoppers/Value Shoppers |
| 2.85% | | Lifestyles & Hobbies/Business Professionals |
| 2.79% | | Food & Dining/Fast Food Cravers |
| 2.50% | | Sports & Fitness/Sports Fans |
| 2.49% | | Media & Entertainment/Book Lovers |

# INTERESTS

In-Market Segment

More specific categories related to the sales funnel or purchasing decisions of your website visitors.
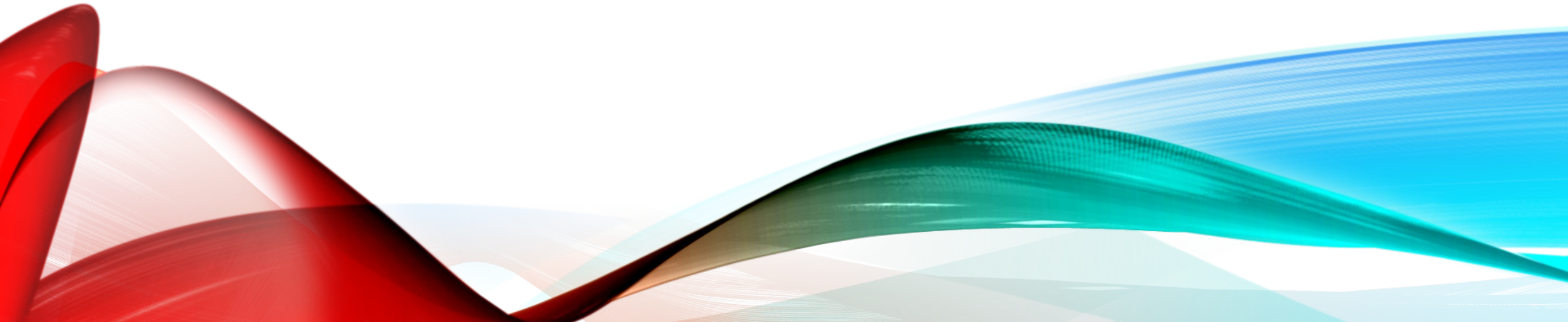
# INTERESTS

Other Category

All other interest information that does not related to a specific affinity group or purchasing behavior category.

## Other Category

| Percentage | Category |
|---|---|
| 3.38% | News/Weather |
| 3.14% | Arts & Entertainment/Celebrities & Entertainment News |
| 2.45% | Food & Drink/Cooking & Recipes |
| 2.41% | Real Estate/Real Estate Listings/Residential Sales |
| 2.07% | Arts & Entertainment/TV & Video/Online Video |
| 1.68% | Sports/Team Sports/American Football |
| 1.58% | News/Sports News |
| 1.36% | News/Politics |
| 1.09% | Food & Drink/Food/Baked Goods |
| 1.09% | Reference/General Reference/Dictionaries & Encyclopedias |

# 3<sup>RD</sup> PARTY DATA

Claritas PRIZM Premier

# EXERCISE: BUILDING PERSONAS

# DATA & STORYTELLING

## Collect Data

- What are your goals with your story and marketing campaign?
- Who are you targeting and where in the sales funnel will this message be targeted?
- Collect data on current customers or prospects.

## Analyze

- Organize the data based on your goals
- Segment data to a few key areas that better inform who your customers are
- Build personas

## Build Your Story

- Find commonalities between the personas.
- The story needs to be relatable so multiple personas can identify with the characters of the story
- Match the conflicts and resolution of the story with the needs, motivation, and preferences of the personas.