



One of the many reasons that personas are valuable is their relevance to a particular business case or project.

In this way, persona templates should remain flexible. The same criteria that is beneficial to a marketing campaign will not apply to a product launch or other strategic need.

The following pages include a fully developed Professional Plumber Persona and a Persona Template. The Pro Persona is based on one developed during the strategy phase of the marketing campaign. The campaign goal was to drive recruitment for a manufacturer's loyalty program. For us to develop and implement a successful campaign, it was important that we understand the different audience segments we'd be speaking to, and how this program would benefit them. Through a combination of research and interviews, the following Pro Persona was created.

# PHOENIX PLUMBING

CLIENT True Blue

## BACKGROUND

Phoenix Plumbing is a family-owned company based in Cleveland, Ohio. They offer plumbing services exclusively, with no HVAC technicians. The bulk of their business is residential plumbing. Approximately 70% of their business is water heater replacement and repair. The majority of that business includes direct-to-homeowner sales. The remaining 30% of their business includes kitchen and bath installation and repair. They are seeing a growing demand for tankless hot water heaters and need technicians who can speak to the benefits of this equipment.

## COMPANY INFORMATION

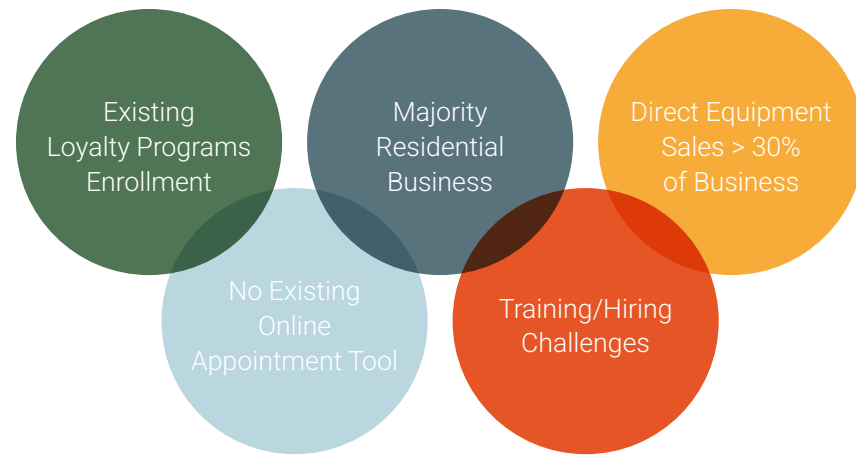
<b>AUDIENCE SEGMENT</b>	Mid to Large Company
<b>COMPANY SIZE</b>	20 Employees
<b>FLEET SIZE</b>	8-12 Trucks
<b>ANNUAL REVENUE</b>	\$3M
<b>MANUFACTURER PORTFOLIO</b>	True Blue, Rinnai, Rheem
<b>DISTRIBUTOR</b>	Ferguson

## DECISION-MAKERS

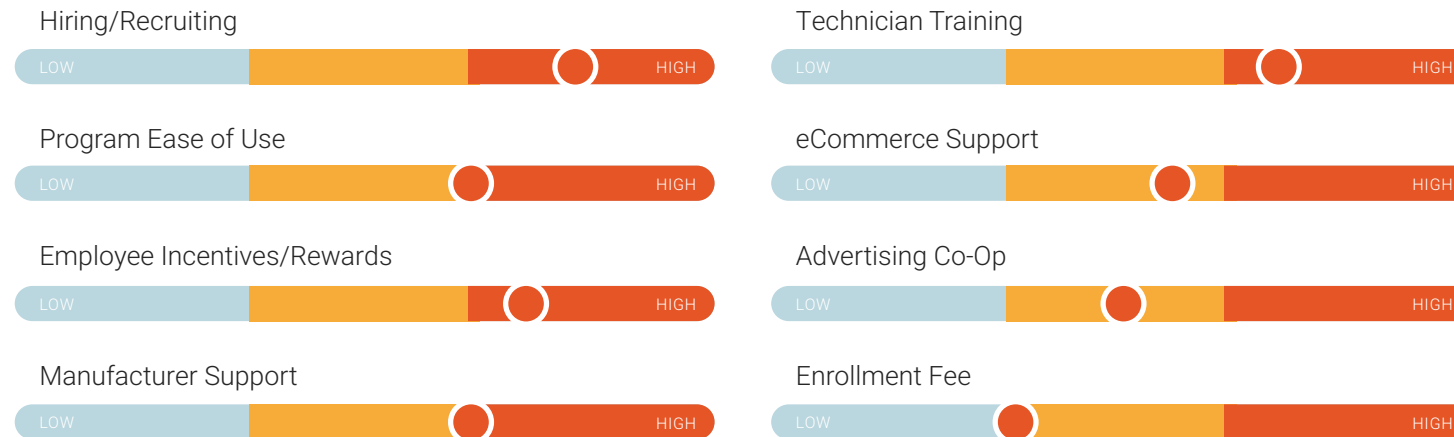
<b>ANTHONY BAILEY</b>	Owner, President
<b>JOHN DUTCH</b>	Operations Manager
<b>KARLA DEMICK</b>	Marketing Manager



## TARGET QUALIFICATIONS



## PAIN POINTS



## KEY MESSAGES

- True Blue Rewards Plumbers
- Elite Rewards for True Blue Plumbers
- Earn Points for Every True Blue Water Heater You Sell
- Join By June to Save \$\$\$
- Join Today for a Chance to Win a YETI Cooler
- Elite Training to Support Your Business

## JOURNEY

### ➔ AWARENESS

Touch points include Brand Awareness Ad(s) and Email(s). After a series of impressions, Phoenix Plumbing recognizes the True Blue Rewards program.

### ➔ CONSIDERATION

Touch points include Emails, Brand Awareness Ads and Website Landing Page. Phoenix Plumbing moves from awareness to "What's this all about?"

### ➔ INTEREST

Touch points include a Sweepstakes, Email(s), Retargeting Ad(s) and Website Landing Page. Phoenix Plumbing moves from consideration to "Okay, I'm interested."

### ➔ ENLISTMENT

Touch points include Conversion Ad(s), Email(s) and Website Landing Page. Phoenix Plumbing moves from interest to "I'm ready to get going."

### ➔ LOYALTY

Touch points include Welcome Email, New User Information and User Experience. Phoenix Plumbing finds the program easy to use and valuable to their business.

## CHANNEL TARGETS

- Email
- Facebook
- Distributor
- Digital Advertising



# PERSONA

CLIENT

## BACKGROUND

## COMPANY INFORMATION

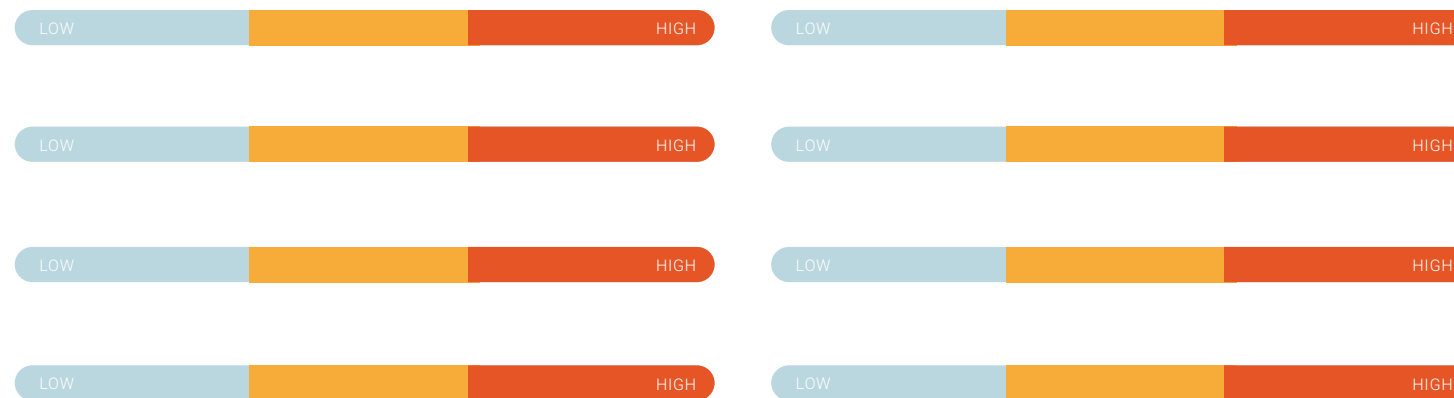
## DECISION-MAKERS

- AUDIENCE SEGMENT
- COMPANY SIZE
- FLEET SIZE
- ANNUAL REVENUE
- MANUFACTURER PORTFOLIO
- DISTRIBUTOR

## TARGET QUALIFICATIONS



## PAIN POINTS



## KEY MESSAGES

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## JOURNEY

- ➔ AWARENESS
- ➔ CONSIDERATION
- ➔ INTEREST
- ➔ ENLISTMENT
- ➔ LOYALTY

## CHANNEL TARGETS

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