

# How to Create an Audience Persona



peasy

**One size never fit all**

**Consumers are 89% more likely  
to click on personalized content**

Use segment data from Peasy

Create Audience Persona

Create Content Journey

Design Creative

Launch Campaign

# Segment Data from Peasy

Demographic	<ol style="list-style-type: none"><li>1. Female</li><li>2. 28-40 years old</li><li>3. Mobile and Desktop</li><li>4. Living in Mont Kiara, Damansara, TTDI, PJ or Subang</li><li>5. English, Malay</li></ol>
Include	Terrace house, real estate investment, Legoland, international travel, People who preferred luxury good living in Malaysia, Discount shopper, interior design, Home and Garden, IKEA, Propertyfinder, Yoga, Fitness
Narrow	Marketing Manager, Sales Manager, Parenthood

# Audience Persona

peasy



Alice

- Married
- 36 years old
- 2 young children
- Marketing Manager in a FMCG

## Motivation

1. Incentive: 6
2. Social: 8
3. Fear: 2
4. Power: 4
5. Growth: 7

## Goal

She want to give her kids what she had when she was growing up, space to play and learn. Obviously, the home must be within a desirable area with good access to schools. Yet, she doesn't want to be like her parent; she still want to have financial freedom to enjoy life. She want to discover home with design that matches her aesthetic and feel.

## Frustration

After the COVID-19 - she find apartment living restrictive. Most landed properties within desirable area are beyond her price range. She doesn't want to travel too far for work. During the MCO, she realized living in a condo/apartment is not feasible.

## Journey

She is not actively looking for a new home yet, she is too busy to move and the current economic climate convince her it's not feasible to buy a new home. But occasionally she is tempted by images of interior and home design found on Facebook. When her mood strike, she might check out real estate portal or go for open viewing.

## Channel

1. Facebook
2. Instagram
3. iProperty
4. Pinterest

# Motivation

Incentive	any type of reward-oriented motivating factor; can be monetary or not monetary	Real estate investment, Discount shopper. Sign that she is money conscious.
Social	essentially the need to belong to a group and not feel ostracized	Mont kiara, TTDI, Damansara, international travel, People who preferred luxury good living in Malaysia, interior design. She care about her social standing
Fear	motivation that is based off of wanting to avoid certain outcomes or consequences	Parenthood, Fitness, Discount Shopper. All parent are worried about their kids and the future.
Power	motivation that is derived from the need to be autonomous or to gain and maintain control over others	Marketing Manager, Sales Manager. She manages people for a living.
Growth	intrinsic motivation that encapsulates wanting to become a better version of oneself	Yoga, Fitness, Home and Garden. She invest in self-development

# Goals

1. **Tasks.** Tasks are items needed to complete in order to accomplish goals.
2. **Life goals.** Objectives such as “Retire by age 45,” or “Have a happy marriage”
3. **Experience goals** describe how personas want to feel when using a product, for example, having fun and feeling relaxed.

## Goal

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# Consumer Journey

Unaware	Aware	Consideration	Decision	Action
When they are conscious of their pain points, but not aware of the category.	When they are aware of the category, but not your product.	When they are actively comparing your product against competition based on certain feature points.	When they are deciding how to buy your product.	When they are making the purchase decision
Consumers who are overpaying rent, when they can afford to buy your home at low installment. Or consumers who had limited their search to just PJ.	Consumers are looking for houses in PJ, but did not know about your township.	Consumers who want an affordable home with good security, comparing your unit against a similar price unit - but the competition has a bigger pool but your apartment comes with a mall.	Consumer deciding between the intermediate or corner unit, checking out financing options.	When they make the booking.
Participate in the conversation early by connecting with their interest and pain. Thought articles, home design post, influencers.	Use different motivation angle to get them to register.	Use different motivation angle to get them to register. Sales call, automated email, WA and website to sway the consideration towards your USP.	Sales call, automated email and WA, retargeting on convenience, temptation to own the unit as quickly and easily as possible.	Timely and easy booking. Low amount.

# Consumer Journey

"You won't believe you own these beautiful home in the heart of PJ for less than RM 2k a month"

E

Fear angle: Security feature - Facebook Lead Form

L-  
R

C-  
A

Sales call, webpage, automated email and WA on Security

Fear angle: investment and mall feature - Facebook Lead Form

Sales call, webpage, automated email and WA on Mall & Appreciation

C-  
B

Floor plan, Financing option, HOC webpage, sales call, email and WA

Incentive angle: investment and mall feature - Facebook Lead Form

Social angle: PJ Address feature - Facebook Lead Form

L

Sales call, webpage, automated email and WA on Location Map

