



Professional Diploma in Social Media Marketing

Module 1

Lesson 2: Who is Your Customer?

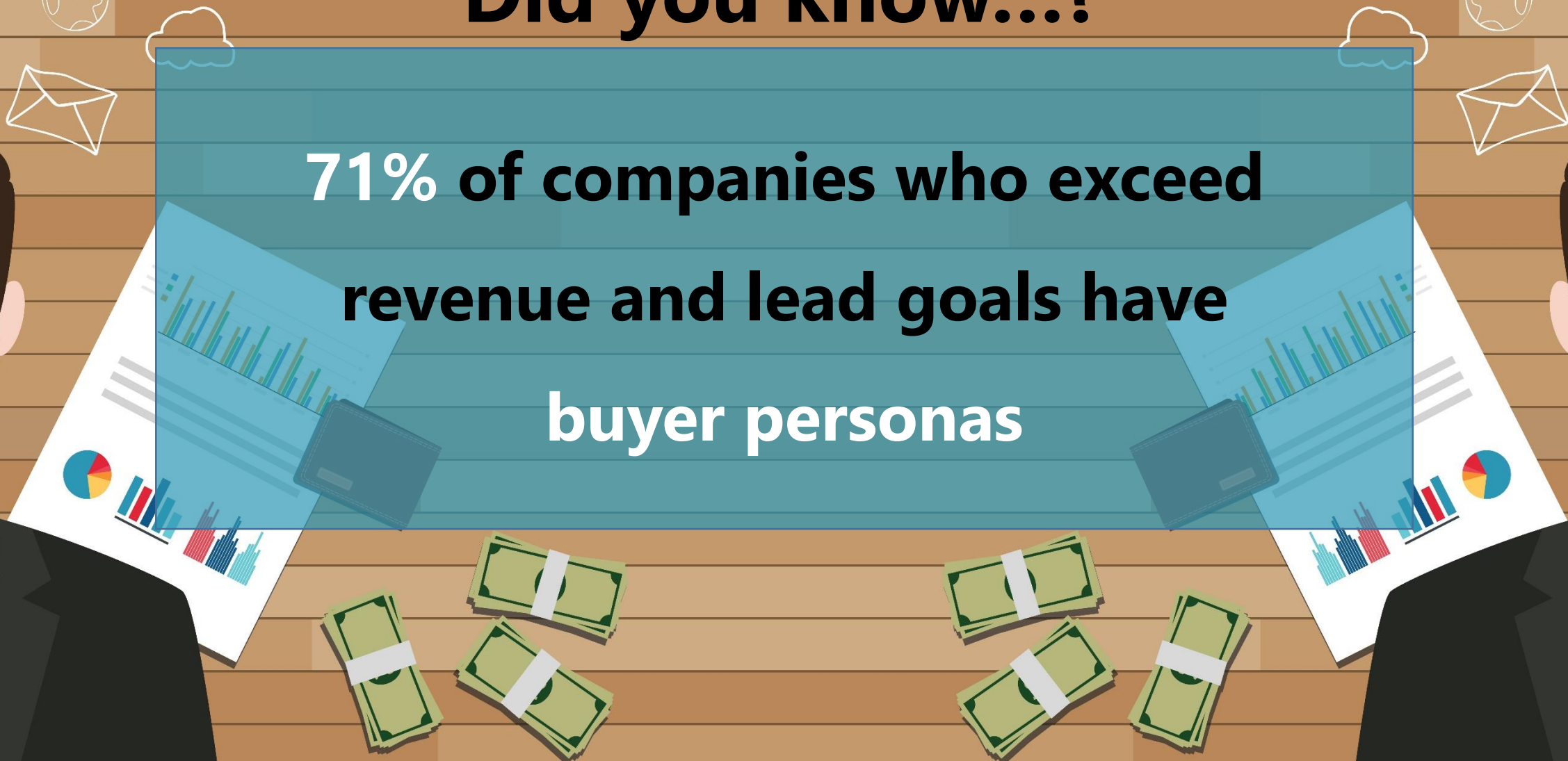
Course Educator: Caitlin Hogg
Social.Media@shawacademy.com

EQF Level 5
Professional Diploma



Did you know...?

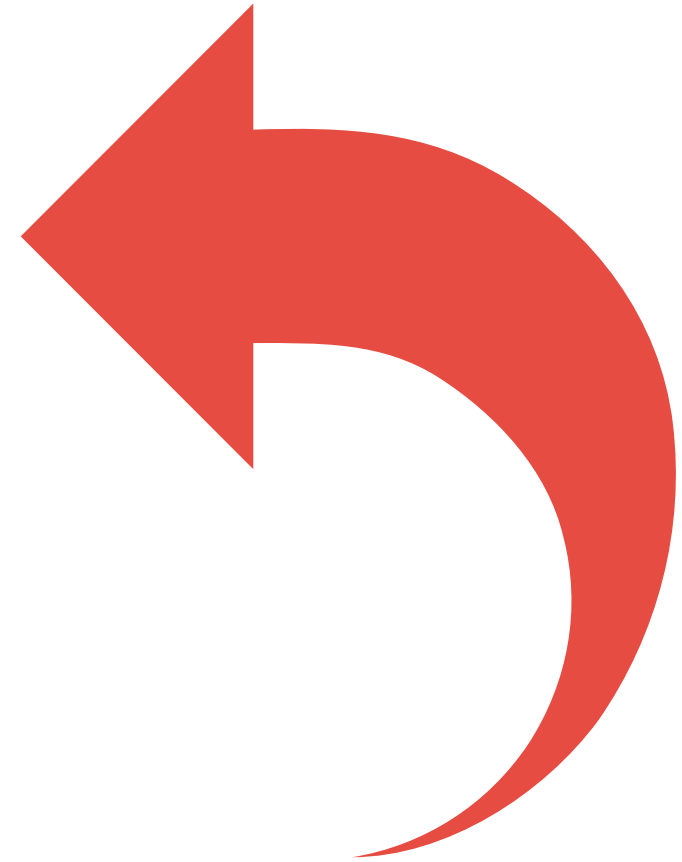
**71% of companies who exceed
revenue and lead goals have
buyer personas**



Lesson 1 Recap

- Social Media Introduction
- W.H.C.P
- Case Study

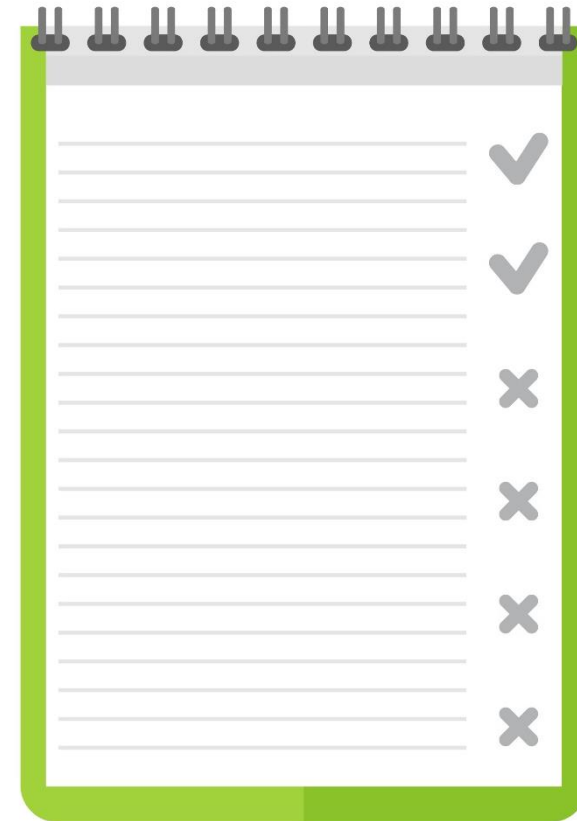
- Summary
- Career Guidance
- FAQ



Today's Lesson

- Who is Your Buyer?
- Profile the Customer
- Customer Personas
- Unit Economics

- Summary
- Career Guide
- FAQ



Does your audience = buyers?



Followers ≠ Buyers

Followers ≠ Buyers

Followers = Prospective Leads

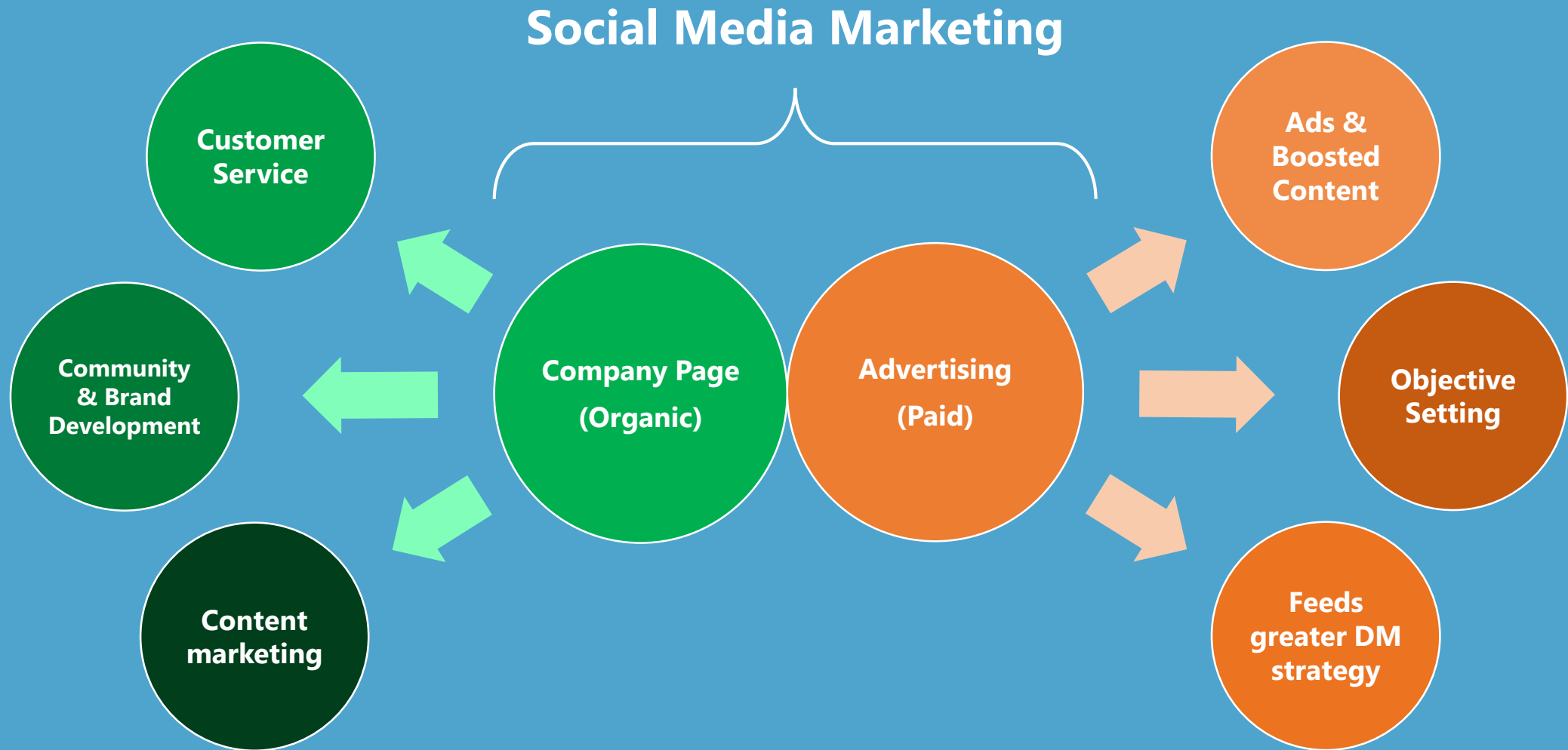
Followers ≠ Leads

SOME Followers = Buyers

Likes ≠ Purchases

Subscribers = Potential Leads

Who Is Your Buyer?



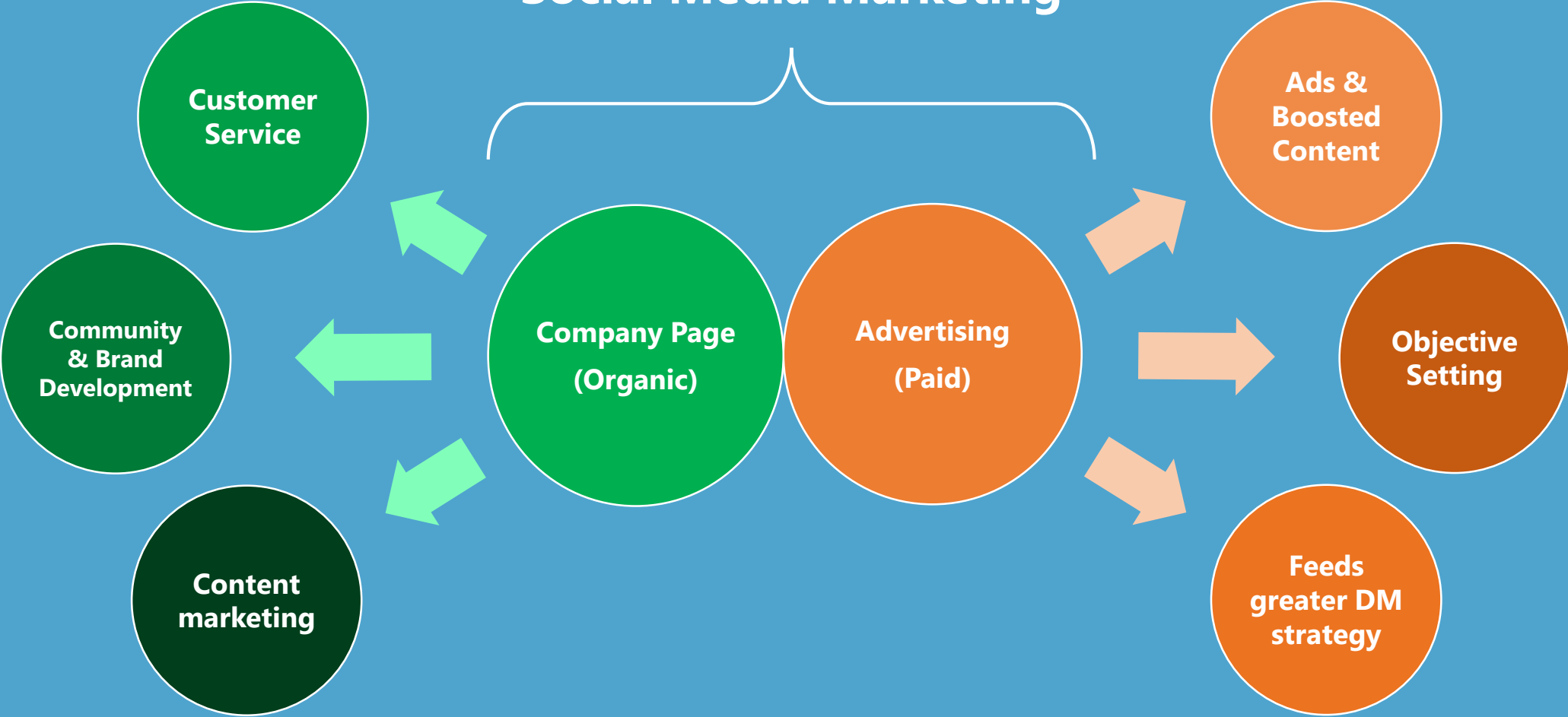
Question:

How Do We Decide Who
to Target on Social Media?

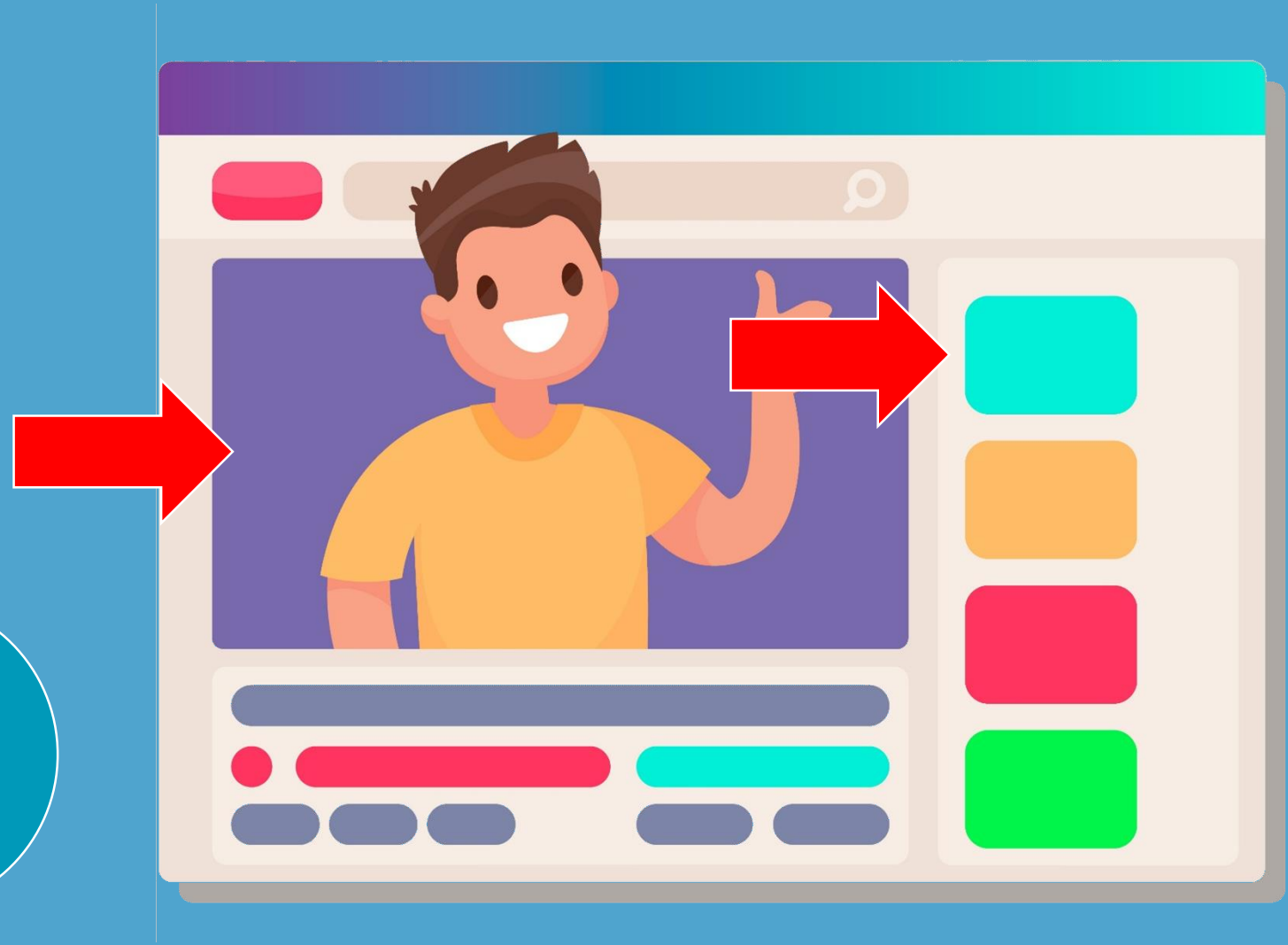
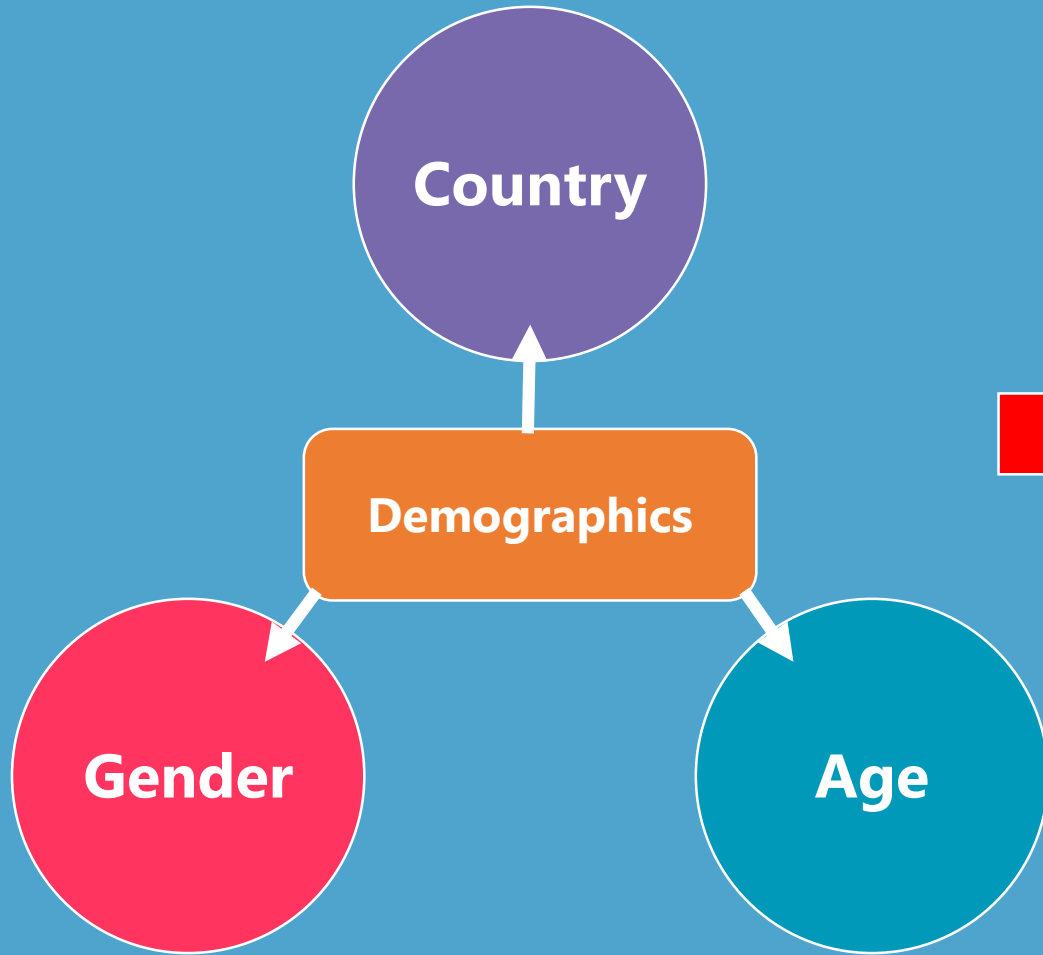


Who Is Your Buyer?

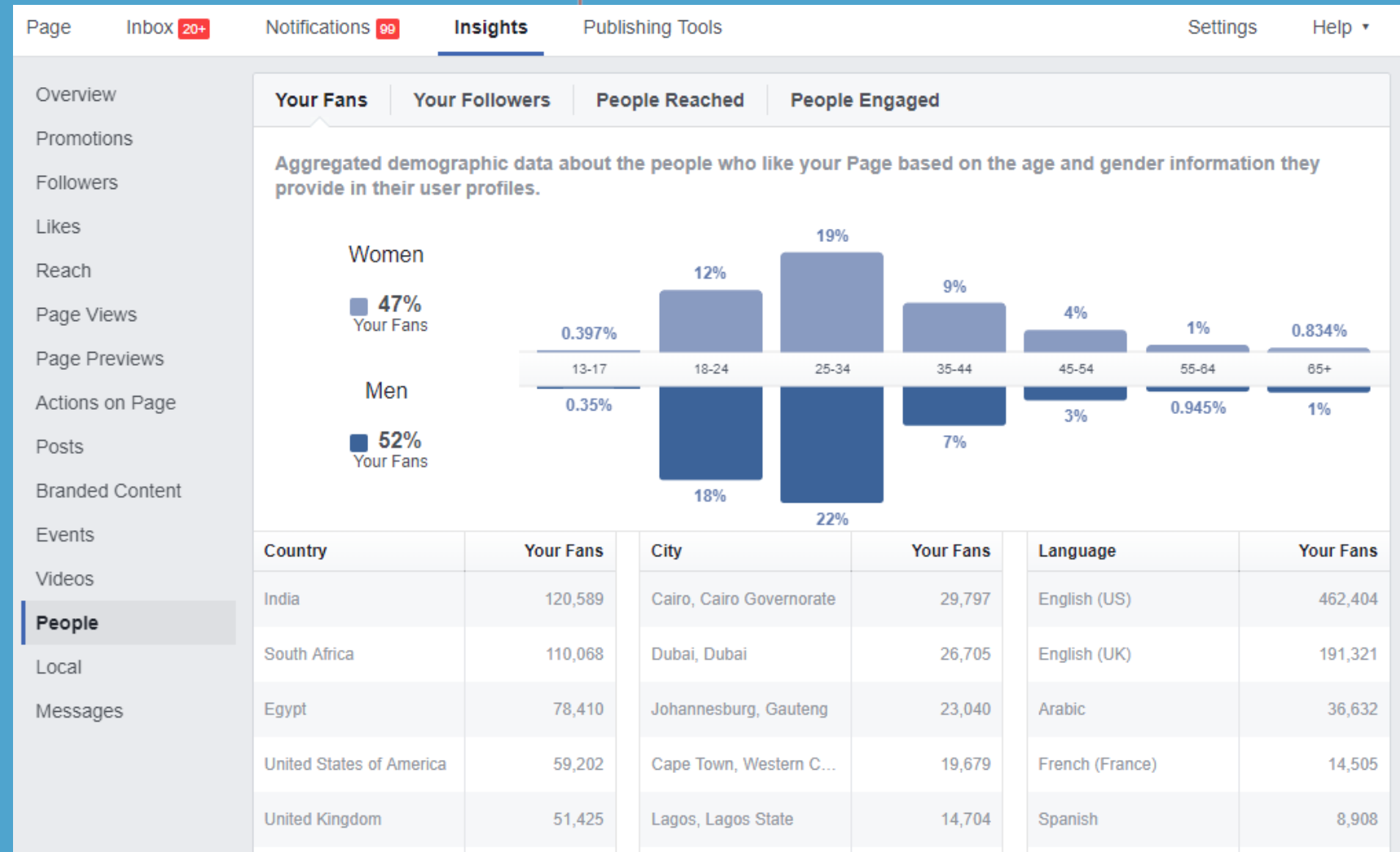
Social Media Marketing



Who is Your Buyer?



Who Is Your Buyer?



Who Is Your Buyer?



Page Inbox **20+** Notificat

- Overview
- Promotions
- Followers
- Likes
- Reach
- Page Views
- Page Previews
- Actions on Page
- Posts
- Branded Content
- Events
- Videos
- People**
- Local
- Messages

Your F

Aggre
provid

Country

- India
- South Afr
- Egypt
- United St
- United Ki

Ads Analytics Help?

Audience insights

Your followers
+Add comparison audience

OVERVIEW
Top interest
Comedy (Movies and television)

Your current follower audience size is 214
That's 2 more than the same time 30 days ago. You've gained around 0 new followers per day

Interests

Interest name	% of audience
Comedy (Movies and television)	81%
Business and news	74%
Movie news and general info	60%
Politics and current events	55%
Technology	54%
Business news and general info	53%
Comedy (Hobbies and interests)	49%
Music	49%
Tech news	48%
Business and finance	43%

Gender

Gender	% of audience
Male	50%
Female	50%

Country

Country name	% of audience
Ireland	41%
South Africa	37%
United Kingdom	11%
United States	6%
Spain	2%
Estonia	< 1%
Austria	< 1%
Singapore	< 1%
Netherlands	< 1%

Who Is Your Buyer?



Gender



Age

Who Is Your Buyer?

Facebook Data

- Age: 41% 25 – 34yrs
- Gender: 47/52%

Location

- 120k India
- 110k South Africa
- 78k Egypt

Shaw Academy
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Home
About
Posts
Reviews
Events
Photos
Videos
Likes
Services
Notes
Offers

Shaw Academy
Published by Prarthana Bora [?] · 1 May at 15:30 · 🌐

Usage of hashtags should always be relevant to the topic you are posting about.
Learn The Skills To Succeed Now: <https://goo.gl/uXHg7Y>
#DigitalMarketing #hashtag #TipOfTheDay

Relevancy Is The Key
Craft hashtags relevant to the topic. (#beautifulinterior for describing the beauty of interior décor)

18,043 people reached

Boost post


Like Comment Share

Buyer Data

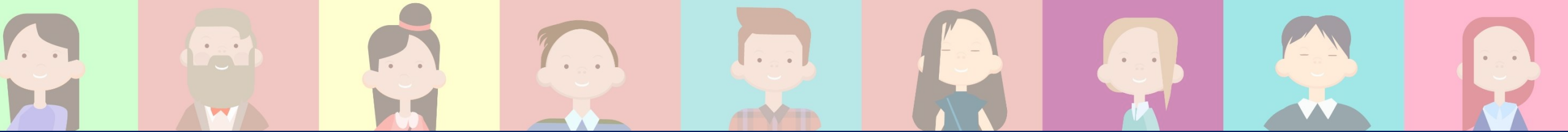
- Age: 20 – 65yrs
- Gender: 50/50%

Core Countries

- South Africa
- UK & Ireland
- USA



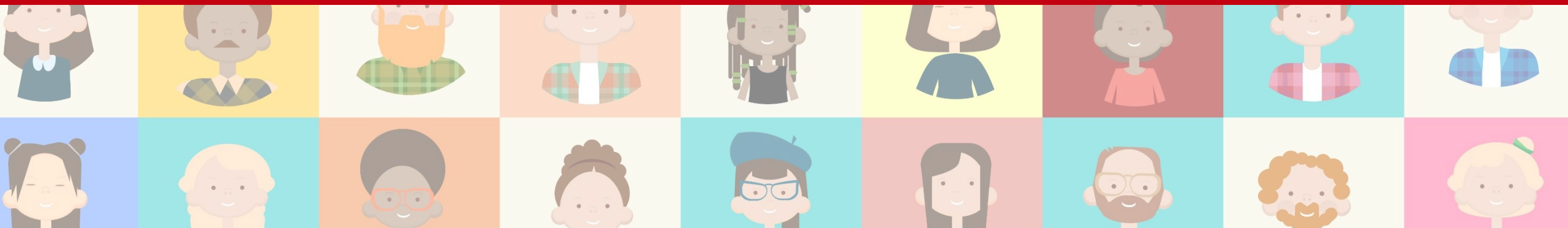
Financial Trading



Who Is Your Buyer?



What Do We Mean When We Say Customer Persona?



Who Is Your Buyer?



Build A Profile Of Your Customer

What Do They Look Like?

How Do They Behave?

What Do They Enjoy?

What Motivates Them?





The Passionate Vegan Fitness Promoter

The Early Tech Adopter

D.I.Y Mom

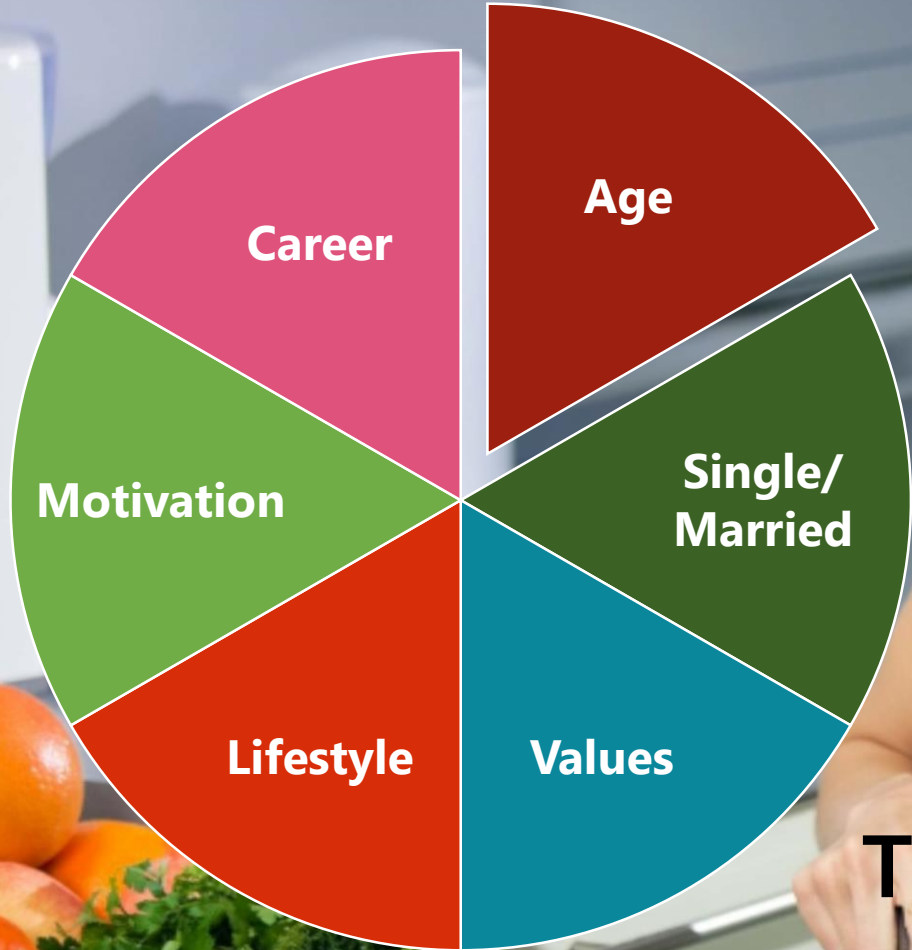
Retired Handyman



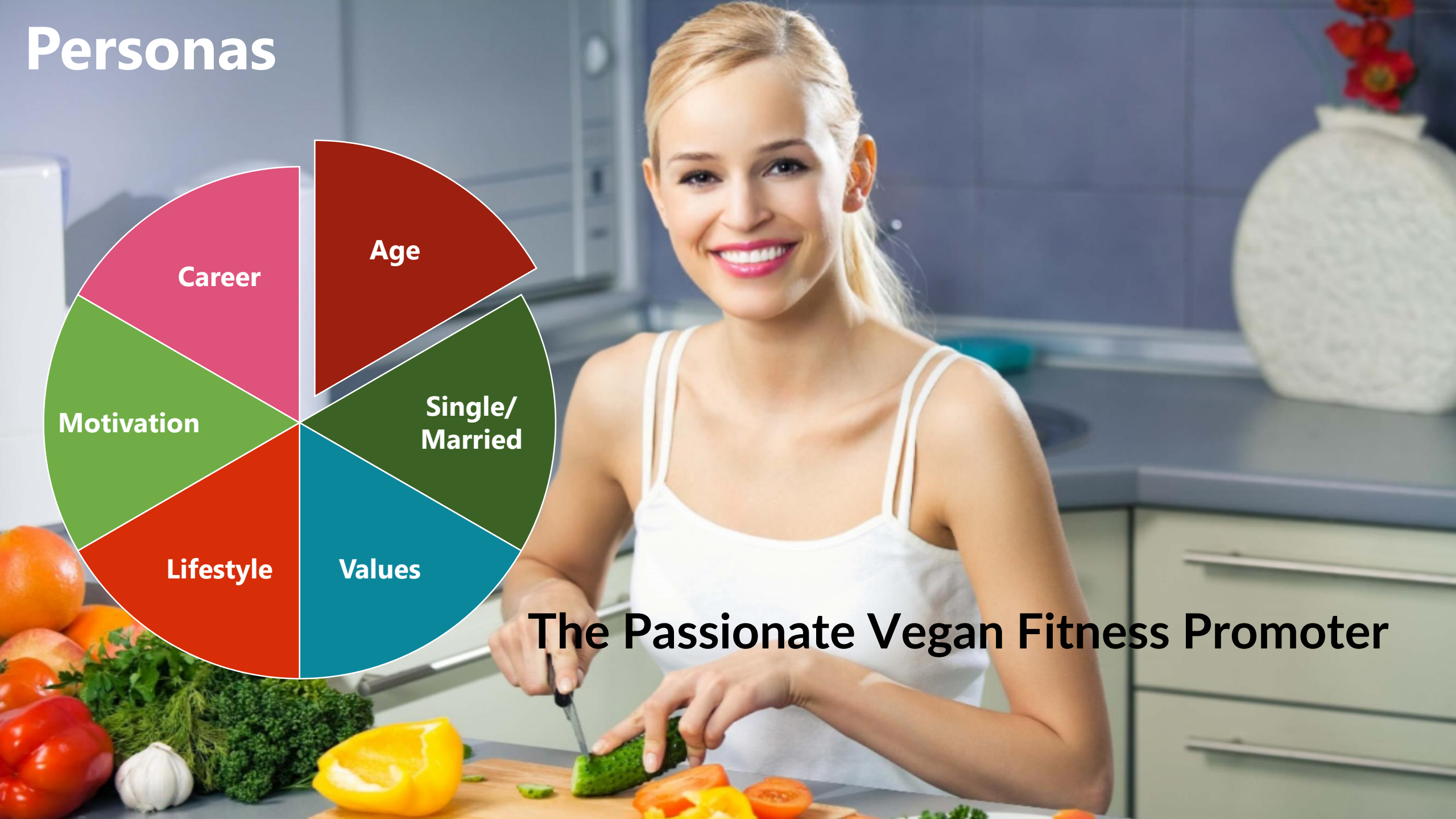
The Early Tech Adopter



Personas



The Passionate Vegan Fitness Promoter





Followers or Leads?





Some Leads Are Buyers

And Buyers Pay The Bills





BUYERS



Who is Your Buyer?

100 Free-Trial Customers

30%
Male

70% Female

50% over 35 years

95% professionals

70% European



Who Is Your Buyer?

Get To Know Your Customer

Find Them In Your Audience

Interact With Them

Every Interaction Is Valuable!

Have A Conversation

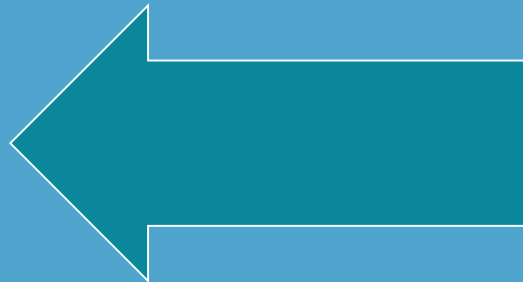
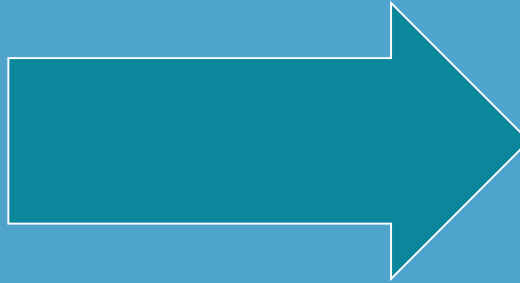
PRO-TIP:

Want to up the engagement
on your page?

Run a competition



Who is Your Buyer?



Who is Your Buyer?

**Trial and Test to Find
Your Buyer**



**Examine Per Product &
Per Lead Source**



Target Audience

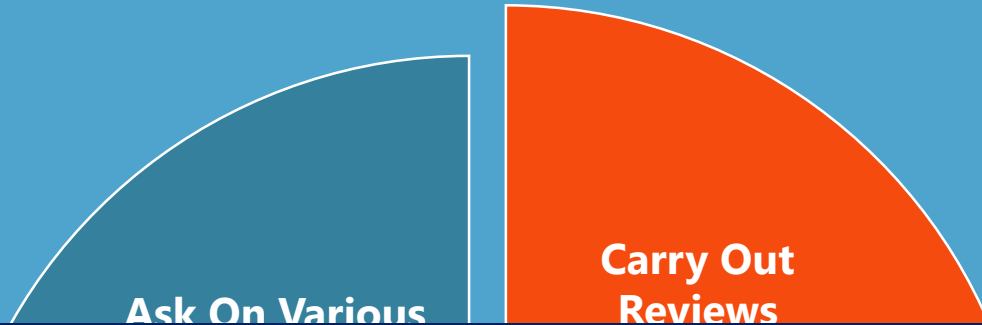
Who needs your product/ service?

What problem can you solve for them?



Use The Network You Already Have

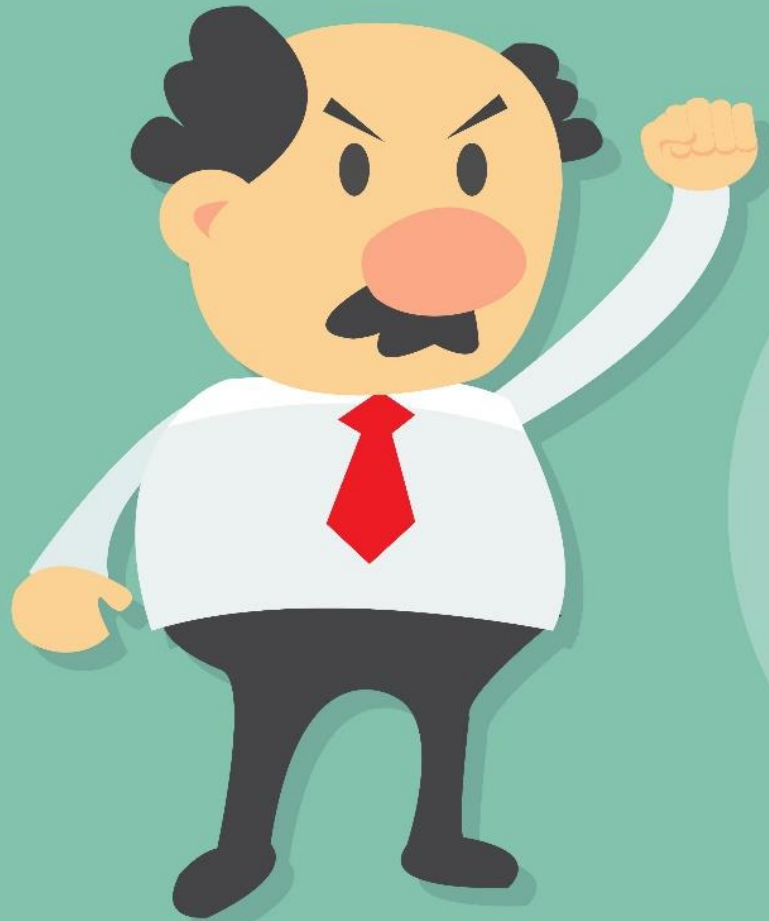




Ask Your Customers What They Want




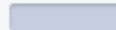

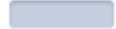






Do a Competitor Analysis



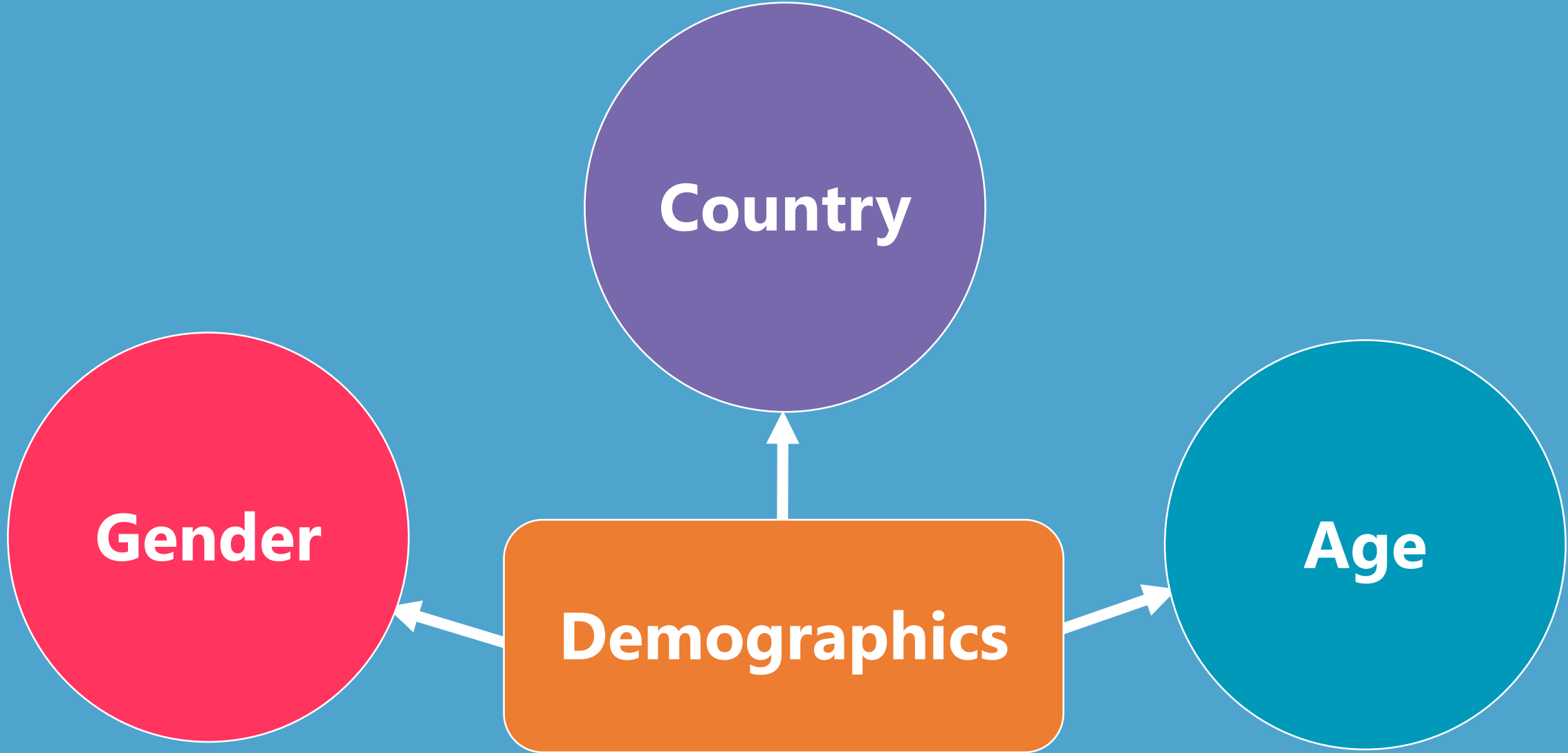
Target Audience

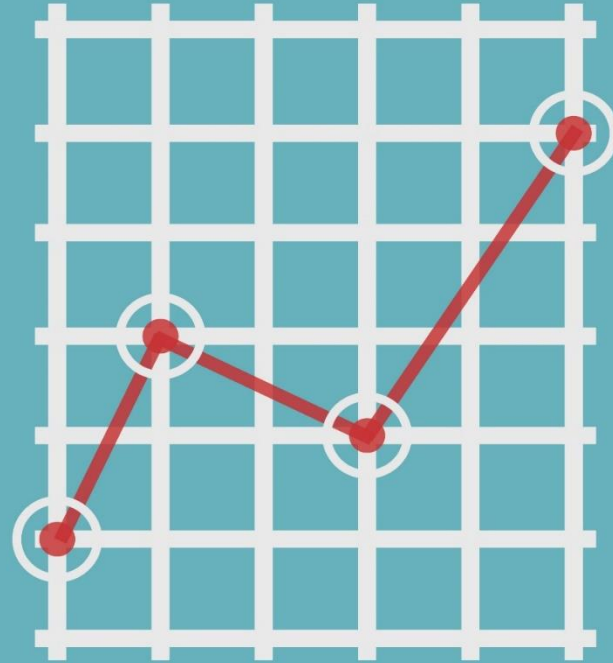
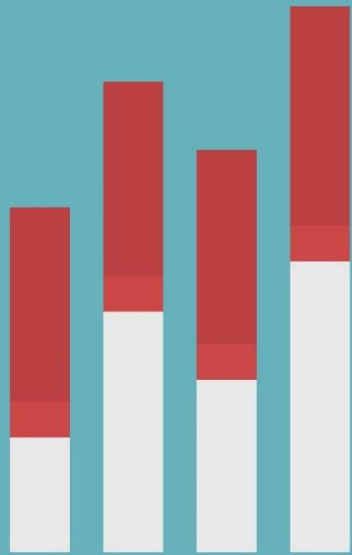
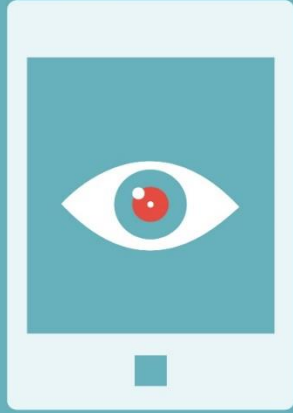
Pages to Watch
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) Reactions, Comments & Shares *i*

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Duolingo	1.3m 	▲ 0.5%	0	0 
2  LinkedIn Learning	1.1m 	▲ 0.1%	14	1K 
YOU 3  Shaw Academy	523.4K 	▲ 0.4%	37	12K 
Keep up with the Pages you watch. Get More Likes				
4  Simplilearn	196.9K 	0%	39	15 

Conclusion





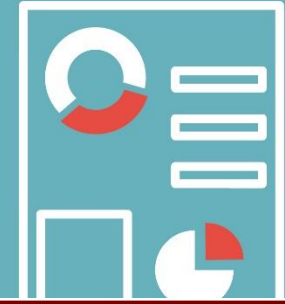
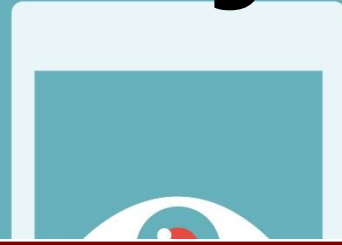
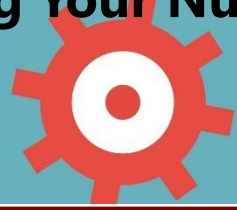
Unit Economics

Unit Economics

...are the direct revenues and costs associated with a particular business model expressed on a per unit basis

Return on Marketing Investment (ROMI)

Knowing Your Numbers



ARPL

Average Revenue Per Lead

ARPA

Average Revenue Per Acquisition/Account

PPM

Percentage Profit Margin

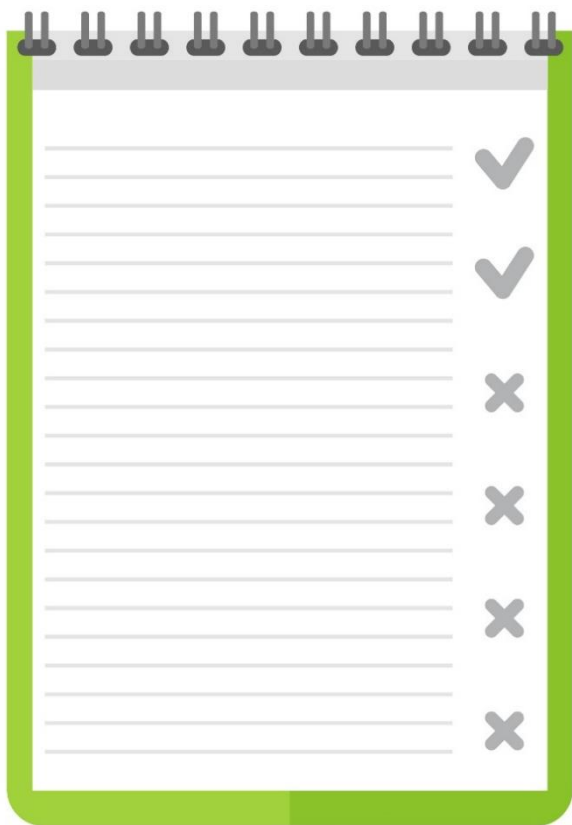
Know Your Numbers!

Know Who the Customer Is

Target When You Know!

Test and Measure Everything



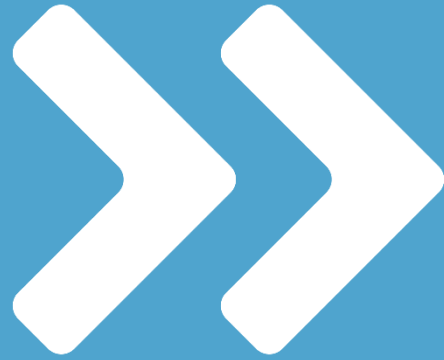


Summary Lesson 1

- Who is Your Buyer ?
- Profile the Customer
- Customer Personas
- Intro to Unit Economics

Keep up the hard work!

We're here to help, so contact us anytime!



Next Up

Lesson 3

The Platforms – Social Content

- Social Media Tools
- Social Trends
- The Social Landscape
- Creating Great Content
- View-to-Lead Conversion

- Summary
- Career Guidance
- FAQ

Lesson 2 Challenge



CHALLENGE ACCEPTED

1. Find an Example of a Boosted Post
2. Take a Screenshot
3. Share on Shaw Academy Facebook
4. Use #ShawSocialExample
5. Win at Life

Course Bonus Content

Vote Now

Type the number for the topic you would like a Bonus Video on

1

Sales Funnel

2

Building Personas

3

Sales 101

4

Unit Economics

Bonus Video will be added to your Starter Pack tab

Career Guidance

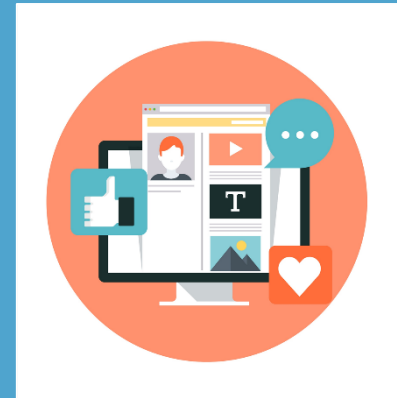
Industry Opportunities



Social Media Planner



Account Manager



Social Media Management



Online Marketing Strategy



Social Media Strategist



Social Copywriter



Social Influencer



Community Manager