WETALK X JOY DONELL

On February 27th, we hosted Joy Donnell as a guest on our twitter chat. The topic under discussion was "Understanding Your Audience". Here's a Q + A:

1. What is the importance of analysing your audience in business?

A (1): Knowing your audience is just about knowing demographics and spending habits. The knowledge you truly seek is more insight about their needs and desires so that you can help fulfil them.

A (2): Looking through cumulative data helps you better understand the people you are serving. It helps you know if their needs are over/under saturated with choices and if those choices are great or dissatisfying.

2. What are the ways I can use to get to know my audience better?

A (1): I like insight through conversations. It takes more time but it's worth it. These conversations need to be online and offline because people can shift their responses based on settings.

A (2): I think it's a mistake to use systems that try to extract every piece of data from a person all at once. You don't want people to feel like science experiments.

A (3): There is much insight in quick data. People are BUSY, but most can answer 1 – 3 quick questions like "How do you define luxury" or "How many times a day do you use Facebook?"

A (4): It's not people's jobs to give you data about themselves, so don't make the process feel like a job for them. Be mindful of their time when you interact directly.

A (5): Helpful tools for interactive insights are:

Online Surveys

Focus Groups

Street Surveys

A (6): Helpful tools for listening and learning:

Reading Amazon (and similar sites) Product Reviews + Comments

Listening on Social Media

Keyword Searches

A (7): Very quick surveys are great to ask 1 – 5 questions and get gut-reaction feedback. In person focus groups can sometimes boil down to people who have time to show up to a focus group during the day. That's a small percentage.

A (8): I prefer to take surveys to busy streets where people are shopping and socializing. Again, these must be quick. No more than 3 questions or people start to feel imposed upon.

3. **What is the importance of creating the customer persona in understanding your audience?**

A (1): I prefer to call "Customer Persona" "Personality Insight. I've just found in my experience that words like "customer" make us forget we're talking about complex, multi-tiered human beings with complex needs.

A (2): Personality Insight helps you get a rounded view of who your people are, what they like, what frustrates them, their dreams and goals. This is powerful data that you can use to be better.

A (3): You use insight to deliver better, epic content, more epic experiences and events, more streamlined products and so on. You can drop and idea or expand it based on personality insights.

A (4): I often deal with luxury, and the average luxury consumer is easily bored. They've travelled and seen almost everything. So, you should intrigue them and fascinate them.

A (5): Inducing intrigue doesn't have to be flashy. It can be small, very exclusive settings. It can be remote. It simply must delight. You can't create for them if you don't 1st understand what thrills them.

4. **What are any 5 data points that you would want to find out about your audience?**

A (1): When gathering insight about your audience you want to know:

Age

Location

Lifestyle

Education

Emotionality

A (2): Lifestyle and Emotionality are the deepest data points. They reveal how people spend money and why they spend money, where they spend it and with who.

A (3): Lifestyle and Emotionality also reveal what people talk about and where they talk about those things. These points give insight into Word of Mouth habits, which is vital info.

5. How can learning about your audience guide your marketing strategy?

A (1): Learning about your audience IS your marketing strategy.

A (2): If you're just throwing stuff at people without understanding them, then you're just broadcasting. Meeting their needs benefits them. So, do you want to Broadcast or do you want to Benefit?

6. What tools do you recommend to discover who your audience is on social media?

A (1): A lot of previous guests on WeTalk have already shared about Google Analytics, Keyhole, Twitter Analytics, etc. I want to discuss IBM Watson.

A (2): IBM Watson is quantum computing and offering free insight to better perfect the coding. IBM Watson Personality Insights will help you analyse your brand personality and tone on Twitter.

A (3): I used myself as an example 👆▢ and it analysed 23,553 of my words in less than 10 seconds. It was fairly accurate with the exception that I LIKE action movies. *see attachment*

A (4): It's important to first know if your tone and content is portraying what you want, the way you want. Your message needs to be aligned with your goals and your audience needs.

A (5): IBM Watson Personality Insight is free to use and located here … https://personality-insights-livedemo.mybluemix.net/

A (6): These Free Tools are helpful in gathering data about your social media networks:

    Tailwind = Pinterest + Instagram
    Wolfram Alpha = Facebook
    Klear = Twitter, Instagram + Facebook