

14.6: From Persona and Journey to Strategy

From Persona and Journey to Strategy

As we have discussed in the last two chapters, consumers' goals, needs, motivations, and challenges provide the raw material from which to create content for each persona. **Journeys** tell you what your content should be about (problem, solutions, and your product) and how it addresses different stages of the journey. From week three below:

Journey and Searches



Figure 14.5 Journey and Searches

Let's take the example of making content and associated search ads, i.e., creating a blog post and then deciding to advertise this blog post on Google SERPs. As we discussed last week, your goal when optimizing your webpages is to identify consumers who will be used to perform searches online. The idea behind making search ads is similar. As we briefly covered, we saw a few ways to help us to do this:

- Who they are/what they need (Persona)
- How they go about solving their needs (Journey)
- What they search to do so (Journey, ZMOT, types)
- Benchmark against competition

Once you've identified keywords that your consumers are using throughout their journey, you can start creating content or ads based on these keywords so that you show up on a search engine when a consumer does this search.

Persona helps identify general keywords based on their needs, motivations, and challenges. **Journey** helps identify specific keywords based on how users go about answering needs, motivations, challenges throughout their journey. For example,

- If a consumer has pain in their lower back, they might search Google to find out how to address it. This presents an opportunity to create awareness around a back pain-related product you are selling (e.g., a pair of sneakers).
- If a consumer wants to compare sneakers to understand which one offers the best support to address back pain, this provides you with an opportunity to compare your product with those of your competitors.

Journey - From Awareness to post-purchase

Journey	Awareness	Active-Evaluation	Purchase	Post-purchase
Concrete actions	Goes to google to search for general information about their problem	Action: Goes to google to compare alternatives	Action: Goes to google and types the name of the brand and product he wants to buy	Action: Writes product review on retailer's website
	Search (informational): How to reduce back pain	Search (informational): shoes vs. posture vs. exercise back pain	Search (transactional): Brand XYZ best price sale	
Opportunity	Create content to inform and educate consumers about back pain	Create content to inform and educate consumers about back pain solutions	Position your product as the best option for back pain	Leverage engaged consumers to create reviews
Tactic	Create a blog post with the keywords "how-to; reduce; back pain." Create PPC campaign on associated keywords.	Create several blog posts that compare your product vs. competitors; Include relevant keywords (e.g., best shoes posture back pain). Create PPC campaign on associated keywords.	Search ad campaign on keywords (brand shoes best price) and place an ad to offer a 10% rebate for first-time clients on your website	Give a rebate for a future purchase when writing a review

Table 14.1 Journey – From Awareness to Post-Purchase

14.6: From Persona and Journey to Strategy is shared under a [CC BY 4.0](#) license and was authored, remixed, and/or curated by LibreTexts.

- **1.4: Introduction to Digital Strategy** by Pierre-Yann Dolbec is licensed [CC BY-NC-SA 4.0](#). Original source: <https://opentextbooks.concordia.ca/digitalmarketing>.