



HENRY ADASO

CONTENT MAPPING WORKBOOK

PERSONA EXERCISE

Scenario

OCherry O's is a brand of cereal made with natural ingredients. It is 100% organic and generally nutritious. OCherry O's, which has been around for 3 years, has just hired you as the new Chief Marketing Officer. The company is starting to grow rapidly, and the CEO now sees marketing as key to profitability.

Last Monday, you received an email from the CEO titled, "Marketing Needs a Jumpstart." In it, she asks, "What's our marketing strategy for this year?"

Before you joined the company, the CEO had worked directly with an external agency to build a website. But she has been so busy with operations that she hasn't had time to focus on establishing a proper foundation for marketing and branding.

The responsibility now falls on you to design a strategic marketing roadmap for the future, including developing the brand story, personas and digital advertising campaigns.

Work through the following scenarios to uncover the marketing strategies hidden within OCherry O's brand.

Act 1: Persona Development

Personas

- **Activity:** *Develop your primary persona.*
 1. **Demographics.** Who do you need to reach?
(Think about their age, gender, geography, marital status, educational level, occupation)

 2. **Watering Holes.** Where do they go for information? Who do they trust?

 3. **Action Drivers.** What prompts your ideal client to seek out your solution?

 4. **Doubts:** What are their objections in the buying cycle?

 5. **Emotional Resonance.** What emotional outcome can you help your persona achieve?

Act 2: The Buyer's Journey

Buyer's Journey

- **Activity:** *Develop your buyer's journey*

Step 1: Identify your persona's triggers. What drives your primary persona to seek out a solution?

Step 2: Describe his/her research process. What steps do they take in the research process?

Step 3: Outline your persona's steps in the consideration process.

The Buyer's Journey

Using the above, develop your persona's journey.

Act 3: Value Proposition Canvas

The Value Proposition Canvas

- **Step 1: *Develop your pyramid of benefits extraction***
 - **Features:**
 - **Benefits:**
 - **Transformative Outcome:**

Content Mapping is available on Amazon.

