Buyer Persona Example 1 by Dragon Digital Marketing

Name
Engaged Explorer Erin

Gender
Gender neutral

Age
30-49

Generation
Older Millennials 30-37 and Gen Xers 38-49

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Location

United States

Income

- $50,000 - $69,999
- 18% make >$100,000
- People like Erin makeup ca. 31% of the total U.S. income
- Affluent career

Short Bio

Erin is self-sufficient, resourceful, individualistic and has been accustomed to caring for his/herself since before reaching adulthood. Erin values freedom and responsibility and tries to overcome challenges on his/her own. Erin likes social media, especially Facebook, uses the internet very frequently, most to research things, and uses his/her independence to advance in his/her career. Erin is social, likes discovery opportunities as well as exclusivity and members-only opportunities. Erin drinks wine frequently, spends a high amount per bottle, is very involved and has a lot of knowledge.

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Social Media

- Social Networks
  - 1.Facebook: uses Facebook to keep up with friends and family, uses it because everybody else uses it, interpersonal entertainment, helps to remember friend's birthdays, news, passing time, promoting their work
  - 2.YouTube: uses YouTube to relax and feel entertained, helps them to make a purchase decision, likes the content categories comedy, music, entertainment/pop culture and how-to, wants to learn something new, satisfy curiosity, solve a problem, see something unique, de-stress, get inspiration/motivation, improve skills
  - 3.Twitter: uses Twitter to see what's happening, news, updates, current information, doesn't want to read long content items
  - 4.Instagram: uses Instagram to see and share high-quality, professional edited graphics, images, photos and videos for inspiration, to keep up with brands they like
  - 5.Pinterest: uses Pinterest to get inspiration for their interests and hobbies, find more information about products they're looking to buy
  - 6.LinkedIn: professional networking, get updates from brands and businesses they like, job searching
  - Snapchat, TikTok, Twitch, etc. are less relevant
- Likely to use social media to discuss wine, look up prices, get wine information and ask friends for wine recommendations

Apps

- Erin has a smartphone with apps and probably uses wine apps
- Possibly uses Vivino, eventually uses HelloVino, WineSearcher or Delectable
- Possibly uses apps to check prices on wine, get coupons, decide which wones to buy

Culture

Language:
- English

Ethnicity:
- 65% Caucasian
- 13% Hispanic
- 11% African-American
- 11% Asian

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Religion:
- 65% Christianity
- 1% Judaism
- 1% Islam
- 1% Hinduism
- 1% Buddhism
- 28% Unaffiliated

Cuisine:
- American cuisine: Chicken wings, French fries, Hot dogs, Apple pie, Barbecue ribs, Reuben sandwich, Biscuits, Gravy, Meatloaf, Grits, Tater tots, Cornbread,
- Foods that pair well with wine: Cheese, Hummus and other dips, Nuts, Popcorn, chips, Seafood, Fish, Pretzels and anything salty,

Music:
- Punk rock, Pop punk, New wave, Classic rock, Easy listening, Hard rock, Soft rock, Punk, disco, Eurobeat, Synthpop, Metal, Glam rock, Grunge, Alt-rock, Britpop
- Popular artists: Donna Summer, Spice Girls, Fatboy Slim, Busta Rhymes, Run DMC, Eminem, Bowie, Bono, Madonna, Michael Jackson, Queen, Nina Simone, Nick Cave, Bjork, R.E.M, Blur, Nirvana, B.I.G., Tupac, Snoop Dogg, LL Cool J, Salt 'n' Pepa, En Vogue, TLC, Bohemian Rhapsody
- Popular songs: Michael jackson - Thriller, TLC - Waterfalls, Rick Astley - Never gonna give you up
- Technology: The Sony Walkman
- Bottom line: The music is very divers, generation x is characterized by the refusal to be defined

Arts:
- Likes film and music

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Social norms:
- American social norms:
  - Shake hands when you meet someone.
  - Make direct eye contact with the person you are speaking with.
  - Do not curse in polite conversation and always avoid racist or discriminatory comments.
  - Do not pick your nose in public and if you must burp or fart say "excuse me."
  - Be kind to the elderly, like opening a door or giving up your seat.
  - If there is a line, go to the back of the line instead of pushing or cutting your way to the front.
  - If you hit or bump into someone by accident, say "I'm sorry."
  - If someone sneezes near you, say "bless you."
  - When at someone else's home, ask permission to do things such as turning on the television or using the bathroom.
  - Flush the toilet after use and always wash your hands when finished.
  - Say "please" when asking for something and say "thank you" when someone does something for you.
  - Call to let someone know you will be late or are not going to show up for an appointment.
  - Dress appropriately for the environment you are in.
  - Don't interrupt someone while they are talking. Wait for them to finish and then take your turn.
  - Less relevant due to covid: Unless a place is crowded, do not sit right next to someone. Do not stand close enough to a stranger to touch arms or hips. Don't invade someone's personal space.

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Beliefs:
- Personal control over the environment
- Change is to be embraced, New technology is exciting
- Mobility is important, owning a car is important, a car is a status symbol
- Time is one of the most valuable assets and important
- Equality and egalitarianism, equal human rights, equality of opportunities
- Individualism is important, the need of self expression through brands
- Independence is something you can be proud of
- Privacy is important, personal data is to be protected and kept private
- Self help is embraced, mental health is recognized as important
- Competition and free enterprise are important
- Future orientation is important to be successful and happy in life, believes long term thinking and creating the things you want
- Optimism is the right way to think about things

Interests

- Knowledge, education, staying informed
- Sustainability, 'local' and giving back
- Open minded and curious
- Enjoying life to the fullest
- Savvy, choosing quality over quantity

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Motivations & Why

- Wine is much more than a functional product
- Exploring the world of wine opens up new adventures and experiences
- Erin enjoys the complexity of wine
- Wine is both a personal and social interest
- Erin finds it fun and interesting to broaden his/her own knowledge And enjoys sharing, discussing and deepening his/her understanding with like-minded friends, casually over dinner and drinks, or even more formally at organized wine tasting events
- Wine is a hobby that is closely linked to errands identity, it's what he/she loves and is known for
- Erin less trying different wines, Weather from a well-known region he/she is less familiar with or a completely niche or a new varietal or region
- Erin seeks out new, interesting and enjoyable taste experiences as well as unique why knowledge to share with others
- Drinks wine because:
  - Likes the taste
  - Helps to relax
  - Socialize with friends
  - Goes well with food
  - Socialize with family
  - For romance
  - For health reasons
  - Helps to sleep
  - To analyze and compare with friends
  - Makes you feel happy

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Patterns Of Behavior

- Erin consumes wine daily or several times per week
- Erin buys more wine online compared with 2020
- Erin buys line online more often than once per month and spends more per bottle on average than other drinkers when purchasing online
- Erin looks for convenience and exclusivity when making online wine purchases
- Erin searches first for the ability to buy wine with the weekly grocery shop while also looking for wines he/she wouldn't be able to find an a brick-and-mortar store
- Likes to taste wine before buying it
- Often relies on experts and friends to help decide which wine to buy
- Does research on social media and search engines to seek expert advice on wine purchase

Interactions & Activities

- Erin likes social experiences e.g. tastings, dinners, events with friends and family
- Erin likes to interact with people in wine clubs and enjoys trying samples
- Erin pays attention to good ratings, reviews and recommendations
- Erin likes limited releases nand members-only opportunities

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Consumption

- Wine
  - Frequency: High
    - 56% High Frequency Wine Drinkers: consume wine daily or several times per week
    - 44% Occasional Wine Drinkers
    - Most frequent drinkers for less formal and more low-key occasions both at home and in the on-premise
    - Online purchase frequency:
      - 14% weekly
      - 36% 1-3 times per month
      - 45% 1-6 times per year
      - 5% less than once per year
    - Online spend on wine:
      - 45% $25 or more
      - 23% $20-$24.99
      - 22% $15-$19.99
      - 7% $10-14.99
      - 3% $5-$9.99
  - Spend: Highest
    - One of the highest spenders on wine per bottle
    - Happy to spend over $25 per bottle in off-premise and $40+ per bottle in the on-premise
  - Involvement: High
    - Buys from a broad repertoire of wine styles, countries, regions
    - Is experimental
    - Actively seeks opportunities to build wine experiences
    - Is heavily engaged with wine and has a personal and social interest
  - Knowledge: Highest
    - Has the highest wine knowledge and confidence

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- ○ Preferences
    - ■ Likely prefers red wine over white wine over rose over sparkling over dessert over fortified wine
    - ■ Likely prefers Chardonnay, Marlot, White Zinfandel, Pinot Grigio over Cabernet Sauvignon, Pinot Noir, Riesling, Zinfandel over Sauvignon Blanc, Muscat, Malbec, Syrah
    - ■ Likely prefers a fruity and semi-sweet taste, likes a smooth and sweet taste, and prefers those over dry, savory and tannic tastes
    - ■ Likely prefers American wines from California, New York, Washington, Oregon, and Florida over the other states
    - ■ Likely prefers international wines from Italy, France, Spain, Germany, and Canada over the other countries; and also prefers these countries for wine tourism in this order
  - ○ Has a varied range of wines at home, from mainstream brands to niche vineyards
  - ○ Has a dedicated place to store wine: wine fridge, cellar, or even just a cupboard
  - ○ Looks forward to shop for wine
  - ○ Lights up and along wine list and on premise
  - ○ Proactively learns about wine
  - ○ Attends social events focused on wine
  - ○ Part of a wine club
  - ○ Uses a wine related app, probably Vivino
- ● Shopping
  - ○ Triggers to buy wine online
    - ■ Being able to add wine to their normal grocery shopping
    - ■ Specific pre-arrange delivery date and time slot
    - ■ Wines that aren't available and other retailers
  - ○ Stores
    - ■ Wine.com
    - ■ Total Wine & More
    - ■ BevMo
    - ■ Whole Foods
    - ■ Sam's Club
    - ■ Costco Wholesale

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- Brands Erin drink likes to drink
  - Sonoma Cutrer
  - Château St. Michelle
  - Josh
  - 19 Crimes
  - Villa maria
  - Joel Gott
  - Louis Jadot

Audience Size

- United States Breakdown:
  - 13% of 84 million regular wine drinkers in the U.S. = 10,920,000 (= roughly 11 Million)

Facebook Audience

- Total audience size: 20M-25M
- Recommended narrowed down saved audience: 2.33M

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Age and Gender

■ 63% Women
56% All Facebook

■ 37% Men
45% All Facebook
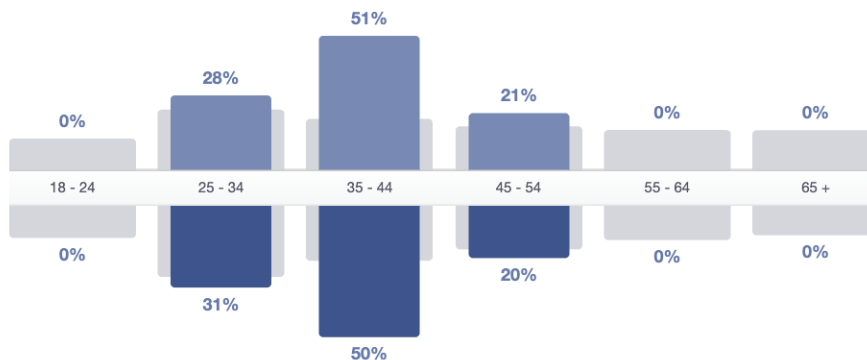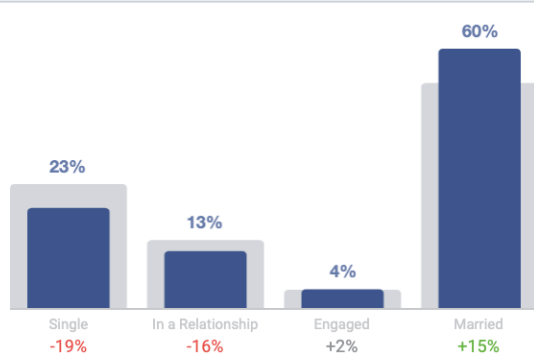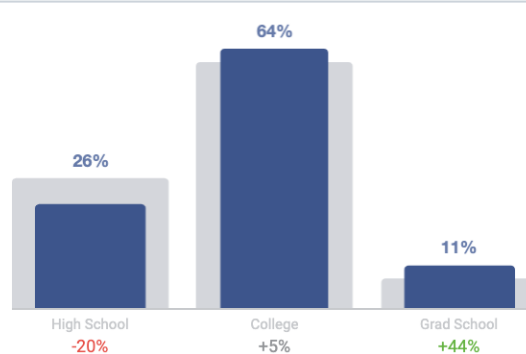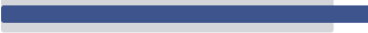
	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 +
Women	0%	28%	51%	21%	0%	0%
Men	0%	31%	50%	20%	0%	0%

Relationship Status

Single	In a Relationship	Engaged	Married
23%	13%	4%	60%
-19%	-16%	+2%	+15%

Education Level

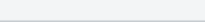| High School	College	Grad School
26%	64%	11%
-20%	+5%	+44%

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Job Title

Job Title	Selected Audience		Compare ▾
Legal Services	2%		+36%
Business and Finance	12%		+23%
Management	18%		+19%
Community and Social Services	9%		+14%
Healthcare and Medical Services	17%		+12%
Education and Libraries	13%		+9%
Arts, Entertainment, Sports and Media	10%		+8%
Administrative Services	27%		+5%
Life, Physical and Social Sciences	6%		+4%
Government Employees (Global)	2%		+0%
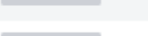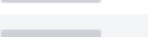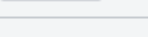
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Top Categories

#	Category	Brands
1	Baby & Children's Clothing Store	Ooh La Llama
2	Health & Wellness Website	Cleanfoodcrush · WW (formerly Weight Watchers)
3	Travel Agency	Bookvip.com
4	Wine/Spirits	Patrón Tequila · Jack Daniel's
5	Furniture Store	IKEA
6	Grocery Store	ALDI USA
7	Company	Shutterfly · Walgreens
8	Comedian	The Holderness Family · Chelsea Handler · Heather Land - I Ain't Doin It · Rickey Smiley
9	Women's Clothing Store	Chic Soul · The Mint Julep Boutique
10	Footwear Store	DSW Designer Shoe Warehouse

See All

Page Likes

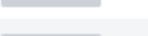| Page	Relevance	Audience	Facebook	Affinity
Ooh La Llama	1	1m	2.4m	37x
Cleanfoodcrush	2	845.3K	2.1m	34x
The Krazy Coupon Lady	3	1m	2.6m	33x
Babies"R"Us	4	764.4K	2m	33x
Bookvip.com	5	1.4m	3.6m	32x
The Honest Company	6	760.3K	2m	32x
HomeGoods	7	1.1m	2.9m	32x
Patrón Tequila	8	1m	2.7m	31x
The Holderness Family	9	775.4K	2.1m	31x
IKEA	10	1.3m	3.8m	30x

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Top Cities	Top Countries	Top Languages	

Cities	Selected Audience		Compare ▾
San Francisco, California, United States	0.2%		+100%
Jacksonville, Florida, United States	0.2%		+100%
Orlando, Florida, United States	0.2%		+100%
Collin, Texas, United States	0.2%		+100%
Seattle, Washington, United States	0.2%		+100%
Denton County, Texas, United States	0.2%		+100%
Denver, Colorado, United States	0.3%		+50%
Washington D.C., Washington, District of Columbia, United States	0.3%		+50%
Dallas, Texas, United States	0.3%		+50%
King County, Washington, United States	0.3%		+50%
	See All		

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Audience Warmth

Cold audience

Demographics and Occupation

- **Education:**
  - 60% college degree

- **Relationship status:**
  - 59% married, 48% children under 18 living at home

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Page Likes, Interests and Affinities

- Baby & Children's Clothing: Ooh La Llama
- Health & Wellness: Cleanfoodrush, Weight Watchers
- Travel: Bookvip.com
- Wine/Spirits: Patron Tequila, Jack Daniel's
- Furniture: IKEA
- Grocery: ALDI USA
- Other Companies: Shutterfly, Walgreens
- Comedians: The Holderness family, Chelsea Handler, Heather Land, Rickey Smiley
- Women's Clothing: Chic Soul, The Mint Julep Boutique
- Footwear: DSW Designer Shoe Warehouse

Miscellaneous

- People like Erin make up 13% of the market share of regular wine drinkers in the U.S.

Challenges

- Erin thinks future oriented and thinks this is important to be successful and happy in life. Erin thinks long term and believes in creating the things he/she wants, instead of passively waiting for things to happen. However, Erin struggles with being self-disciplined enough to resist choices that give him/her only a short term good feeling and instant gratification.
- Erin likes enjoying new wines and may forget something he/she loved. A key challenge for wine brands is to build loyalty with Erin and make him/her stay interested.
- Price is the most relevant decision making criterion to buy wine.

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Sources

- http://example.com/
- http://example.com/
- http://example.com/
- http://example.com/
- http://example.com/
- Facebook Audience Insights
- ...

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