Kiki, do you love me?
1112
How likely are you to recommend T-Mobile to a friend, on a scale between 0-10 where 0 = Not at all Likely and 10 = Extremely Likely?

1112
T-Mobile Free Msg: How did we do when you spoke with us on Aug 08? A 2-minute survey is on its way! To opt out reply STOP.
Quality, lasting, loyal relationships are based upon consistent demonstration of love and belonging.
Smart businesses treat their customers like friends.
“So, that’s really what we focused on is talking to our readers the way that we would talk to our smartest friends and giving them all the context, all the information that they would need to feel like they’re making a great decision or a great purchase.”
- Elise Loehnen, Chief Content Officer at Goop
“I have this perception that my friends are the consumer and if it doesn’t work on them, then I’m not doing it.”
- Rihanna
Businesses use buyer personas as a guide for how to treat their customers like friends.
Personas drive products
IMMA LET YOU FINISH

BUT KING OF KINGS GYROS HAS THE BEST GYROS IN TOWN!
Personas drive design & visual imagery
Being *different* is hard.
Your customers’ demographics influence their psychographics and behaviors

- This year millennials are projected to overtake Baby Boomers as the largest generation.
- 23% of children live with a single mother.
- As of 2017, 40% of the US population is non-white. Hispanics or Latinos make up 18% of the population, Black or African-Americans 13%, Asian are 6%, and nearly 3% are mixed with two or more races.
- 31% of people around the world are Christian, 24% are Muslim, 16% unaffiliated, and 15% are Hindu.
- 48% of Gen Z are from communities of color, making them the most racially and ethnically diverse generation.
- 6 out of 10 households had at least one person who restricts a food from their diet.
- At 35% millennials are the largest generation in the US labor force.
- 4.5% of adults in the US identify as LGBT.
- 10% of the population is left-handed.
- 42% of US adults live without a spouse or partner.
- Women are the sole or primary breadwinner 40% of households.
You can’t afford to ignore your customers’ differences.
Buyer persona problems & how to fix
Problem #1
Too much like you
Homophily

“Contact between similar people occurs at a higher rate than among dissimilar people.”

Alienates customers that aren’t like you.
LOW IQ
Problem #1
Kiki, do you love me?
“Empathy is a choice we make whether to extend ourselves to others.”

Intentionally choose who you will include and exclude from your personas.
Does your persona include or exclude people with a different [......] than you?
Common ways your customers are different

- Gender
- Race
- Ethnicity
- Language
- Age
- Height
- Geographic location
- Religion
- Sexual orientation
- Parental status
- Weight
- Socioeconomic status
- Physical disability
- Dietary restrictions
- Writing hand
- Family status
- Marital status
- Education level
Common ways your customers are different: David’s Bridal

- Gender
- Race
- Ethnicity
- Language
- Age
- Height
- Geographic location
- Religion
- Sexual orientation
- Parental status
- Weight
- Socioeconomic status
- Physical disability
- Dietary restrictions
- Writing hand
- Family status
- Marital status
- Education level
Real Weddings

Nicole & Michelle

“We wanted our dresses to complement one another when we stood next to each other.”

SEE THEIR STORY >

Get ready to fall in love

Explore the stories of real brides who said “I do” in David’s Bridal, then find the gown for you!

MAKE AN APPPOINTMENT >
Real Weddings

Glory & Ron
Modern Boho Wedding in Tyson’s Corner
SEE THEIR STORY>

Avery & Ben
Traditional Wedding in Atlanta
SEE THEIR STORY>

Rebecca & Greg
Urban Wedding in Chicago
SEE THEIR STORY>

Steve & Megan
Urban Wedding in Philadelphia

Rita & Justin
Romantic Park Wedding in Missouri

Erin & Ed
Rustic Fall Wedding in Maryland
High IQ
Common ways your customers are different: FitMen Cook

- Gender
- Race
- Ethnicity
- Language
- Age
- Height
- Geographic location
- Religious orientation
- Parental status
- Weight
- Socioeconomic status
- Physical disability
- Dietary restrictions
- Writing hand
- Family status
- Marital status
- Education level
fitmencoook Weekend food mood - bulgogi quesadillas (when you can’t decide between Korean and Mexican food, but want to keep it light). Quick bulgogi recipe in the #FitMenCook book (link in bio)! Tag someone who could go for these too! Boom.

(Traducción abajo)

Mi estado de ánimo para el finde - quesadillas de bulgogi (cuando no puedas decidir el tipo de comida que deseas, coreana o Mexicana, y comes las dos). Receta rápida para bulgogi en mi nuevo libro de cocina #FitMenCook (enlace en perfil)! Etiqueta a alguien que le gustaría este plato también! Bum.
Problem #2
Too few
The Why:

Brands want to focus their time, attention, and resources.
Customers with unique needs are ignored or underserved.
MD 8-15mmHg Women's Comfy Compression Pantyhose Medical...

$16.99

No Nonsense Women's Waist Sheer Toe Hosiery

$3.99 - $10.00

Leg Avenue Women's Stay-Up Lace Top Thigh Highs

$8.99 - $34.99

Truform Sheer Compression Stockings, 15-20 mmHg, Women's...

$13.99

No Nonsense Women's Control Top Pantyhose 3-Pack

$4.95 - $18.52

TOP BRAND

Hanes Women's Control Top Reinforced Toe Silk Reflections Pantyhose

$10.00 - $10.70

sofsy Opaque Microfibre Tights for Women - Invisibly Reinforced Opaqu...

$14.99

Leg Avenue Women's Sheer Garter Belt Pantyhose

$5.25 - $43.96
Problem #2
It *should* have been a love connection between this pharma brand and African-American patients.
It *should* have been a love connection between this pharma brand and African-American patients.

- **Highest incidence of Type 2 diabetes**
- **Highest incidence of brand’s targeted segment**
- **Lowest levels of awareness and satisfaction with brand**
- **Lowest levels of engagement and emotional connection with brand**
- **Least amount of time spent using brand**
What Is Diabetes?

When you have diabetes, the glucose (sugar) level in your blood can become too high. (See page 8 to learn how this happens.) Over time, high blood glucose causes health problems, including damage to the heart, kidneys, eyes, and feet.

There is a way to keep track of how you’re managing diabetes and its complications, however. It’s called the ABC method: A for the A1C test, B for blood pressure, and C for cholesterol. By controlling your blood glucose, blood pressure, and cholesterol, you can better manage diabetes and reduce the risk of complications.

Anyone can develop diabetes. It can affect people of all ages and backgrounds. But there are some common risk factors for diabetes. These include:

• Family history of diabetes
• Lack of physical activity
• Being overweight
• Being over age 45
• Being African-American, Native American, Latino, Asian-American, Asian, Indian, or Pacific Islander
• History of gestational diabetes
A Self-Care Workbook
The Principle:

The focus should never be on how customer differences inconvenience you. It’s on making sure you do what you need to do to include them to bring them along with you so they can achieve success.
The Fix:

Make more personas.
How would the **execution of your marketing** change if this person were [......]?
Areas within your customer journey to evaluate

- Products
- Copy
- Visual design & imagery
- Distribution channels
- Experiences
Patricia Furlong, de Amex: “Los clientes consumen menos pero no dejan de pagar”
29 de Julio de 2019 - Lucila Lopardo
La firma presentó una nueva tarjeta orientada a dueños de empresas y el segmento PyME. “A pesar del contexto”, afirma, la mora sigue siendo baja: “nuestros clientes se comportan bien”. “Cuando uno piensa e... MÁS »

Las nuevas finanzas digitales
26 de Julio de 2019 - Laura García
Nacieron de la mano de la tecnología y están poniendo en marcha una revolución en el mundo financiero. Se multiplican de manera explosiva, con modelos de negocio cada vez más innovadores y creativos. Cómo está hoy el ec... MÁS »

Tras el resultado de las PASO, el dólar supera los $ 60, los bonos caen 15% y los ADRs más de 30%

Alberto Fernández obtuvo el 47% y perfila para ganar en primera vuelta

Las 15 mujeres deportistas que más ganan
<table>
<thead>
<tr>
<th>Forbes Georgia</th>
<th>Forbes Poland</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forbes Brazil</td>
<td>Forbes Romania</td>
</tr>
<tr>
<td>Forbes China</td>
<td>Forbes Russia</td>
</tr>
<tr>
<td>Forbes Czech</td>
<td>Forbes Spain</td>
</tr>
<tr>
<td>Forbes France</td>
<td>Forbes Thailand</td>
</tr>
<tr>
<td>Forbes Hungary</td>
<td>Forbes Vietnam</td>
</tr>
<tr>
<td>Forbes India</td>
<td>Forbes Argentina</td>
</tr>
<tr>
<td>Forbes Israel</td>
<td>Forbes Austria</td>
</tr>
<tr>
<td>Forbes Japan</td>
<td>Forbes Slovakia</td>
</tr>
<tr>
<td>Forbes Kazakhstan</td>
<td>Forbes Greece</td>
</tr>
<tr>
<td>Forbes Mexico</td>
<td>Forbes Africa</td>
</tr>
<tr>
<td>Forbes Middle East</td>
<td>Forbes Italy</td>
</tr>
<tr>
<td></td>
<td>Forbes Afrique</td>
</tr>
</tbody>
</table>
Problem #3:
Too superficial
The Why:

Brands don’t invest time building relationships with customers that don’t neatly fit into the mainstream.
Messages come off as tone deaf, offensive, awkward, or out of touch.
Good morning! Happy June to all brands launching a Pride campaign!! A reminder: you are about to capitalize on our identities/marginalization for corporate gain !!! It is therefore worth giving a second thought to your limited edition rainbow product !! Here, let me help!!! 😊
H&M Apologizes for ‘Monkey’ Image Featuring Black Child

The image was later removed from H&M’s website. H&M, via Associated Press
Dove apologizes for ad: We 'missed the mark' representing black women

by Jackie Wattles  @jackiewattles

October 9, 2017 9:47 AM ET

The image was later removed from H&M's website.  H&M, via Associated Press

Problem #3
The commercial featured Jenner offering a police officer a Pepsi to overcome the division between protestors and authorities.

The image was later...
Gucci Apologizes for ‘Blackface’ Turtleneck

Jamie Ross  Reporter

Updated 02.07.19 5:23AM ET / Published 02.07.19 4:50AM ET
Dolce & Gabbana Ad (With Chopsticks) Provokes Public Outrage in China

December 1, 2018 - 7:00 AM ET

Yuhan Xu
“We offer our sincerest apologies to Chinese people worldwide,” said Gabbana.

Dolce continued: “We hope our misunderstanding of Chinese culture can be forgiven.”
Kiki, do you love me?
Long-term relationships thrive on intimacy and authenticity.
Immerse yourself in the culture of the different types of customers you serve, to deepen your degree of intimacy with them.
The Key Question:

Does your team currently have the emotional and cultural intelligence needed to effectively market to [......]?
Ways to increase your emotional and cultural intelligence

- Cultural intelligence consultants
- Immersion (read: spending time with customers to build relationships)
- Empathy exercises
- Multi-cultural agencies
- Research on core causes and issues
We’re banning any same-flavour love in the fight for #marriageequality! Join us by signing petition to get Australia moving.
Business is about belonging.
Kiki, do you love me?
I love you. Let me prove it.