

Finding Your Target:

Reaching Different Personality Types Without Flooding Your Marketing Channels



Tim Hemingway

SVP – Commerce, Havas Media

Since 2005, Tim has dedicated his professional life to creating unique marketing experiences that speak to consumers in the way they choose to consume media.

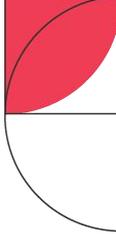
Having roughly split his career 50/50 between agency work and internal marketing, Tim brings a unique perspective that encompasses all angles of the marketing industry.

In addition to his professional work, Tim has taught marketing classes at the collegiate level for the past decade.



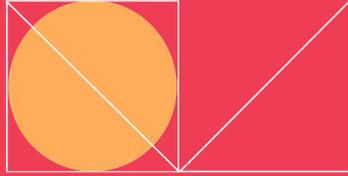
Psychology & Marketing – a brief history of my journey.



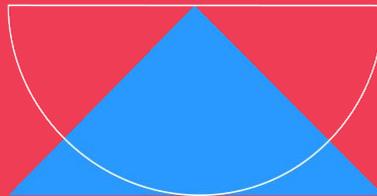


Agenda

- 01** Let's Talk About Personality Types
- 02** Strategies for Personality Type Identification
- 03** Personality Marketing in Action



Let's Talk About Personality Types.



Common Personality Tests:

Color Code

Type A, B, C, D

Meyers-Brigg

DiSC



Common Personality Tests:

Color Code

Red – Power

Blue - Intimacy

Yellow – Fun

White - Peace

Meyers-Brigg (16 Personalities)

Analysts

Diplomats

Sentinels

Explorers

Type A, B, C, D

A – The Director

B – The Socializer

C – The Thinker

D – The Supporter

DiSC

Dominance

Influence

Steadiness

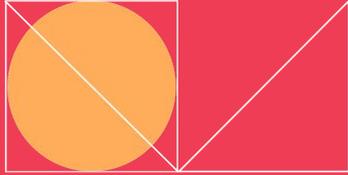
Conscientiousness



Breaking Down Personality Learning Preferences (completely non-scientific):

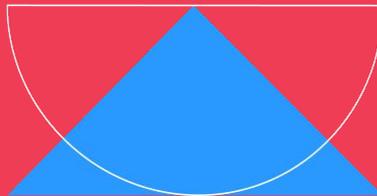
Learning Styles:

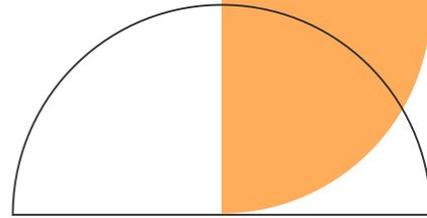
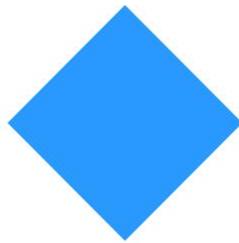
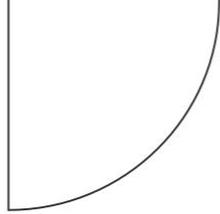
- Researchers – they love the details
- Bullet Point People – quick & fast high-level overview
- Visual – Pretty pictures & infographics. The less reading, the better
- Audio/Kinesthetic – Podcasts, videos, interactive games – they love it all



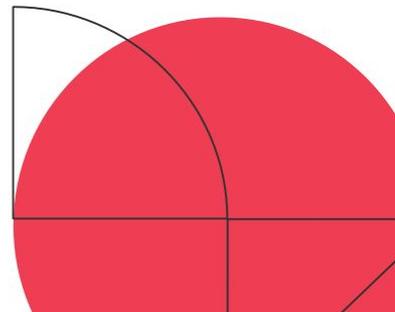
Takeaways:

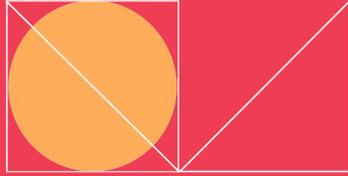
1. Most personality tests identify 4 dominant personality types.
2. Each personality type has its preferred communication and learning style.
3. If you solely rely on communicating to your personality type, you will “kill it” with roughly 25% of your audience and lose interest from the other 75%



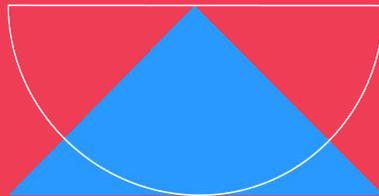


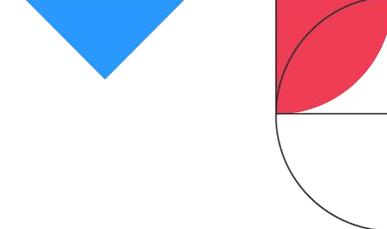
Audience Example Time!





Strategies for Personality Type Identification:

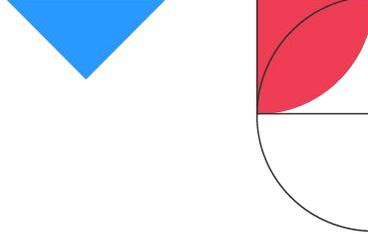




Strategies:

Media Engagement

What media type does your customer engage with most frequently email, SMS, push, etc.?



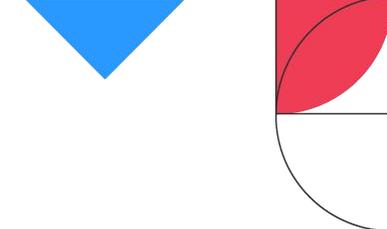
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Message Prioritization

What message type does your customer engage with most frequently?



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Media Engagement

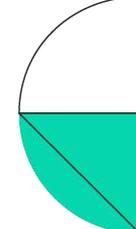
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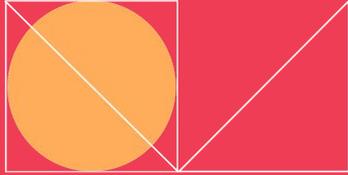
Ask Them...

Your contact preference center is your best friend.



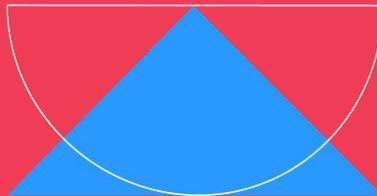
The Rule of Four:

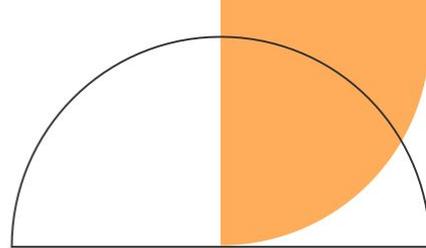
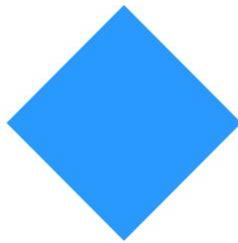
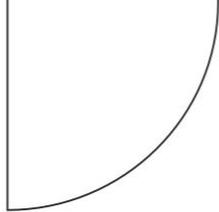
Before creating a piece of content, identify 4 ways it can be repurposed to address different personality types.



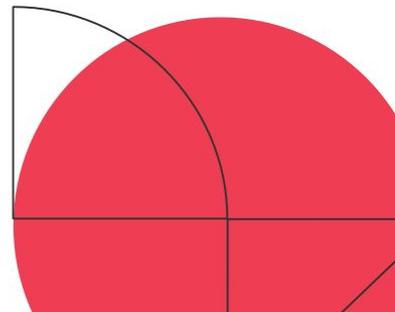
Takeaways:

1. Categorize your current messaging channels and message types to start identifying communication preferences.
2. It's okay to ask your customer their preferred communication style.
3. Before creating a piece of content, identify 4 ways it can be repurposed to address different personality types.





Personality Marketing in Action!



Example 1

The Problem:

A financial services company's best leads participated in an ecourse that took 4 to 5 hour to complete.

While the course created great leads, less than 5% of the total registrants completed the course.



Do No-Cost Mutual Funds Really Cost ZERO?

BY: PARADIGM LIFE / ON: SEPTEMBER 4, 2015 / IN: BLOG / TAGGED: INFINITE 101, NO-COST MUTUAL FUNDS, WALL STREET ALTERNATIVE, ZERO COST MUTUAL FUNDS

The short answer is NO!

The Basics of no-Cost Mutual Funds

No-cost mutual funds, also called no-load mutual funds, do typically cost less in terms of fees than mutual funds that charge a sales commission – or load.

But you will pay fees. Fees are cleverly hidden in a number of cases, so it's important to educate yourself about mutual funds before you invest your hard-earned money. Though you won't pay commission, you could pay:

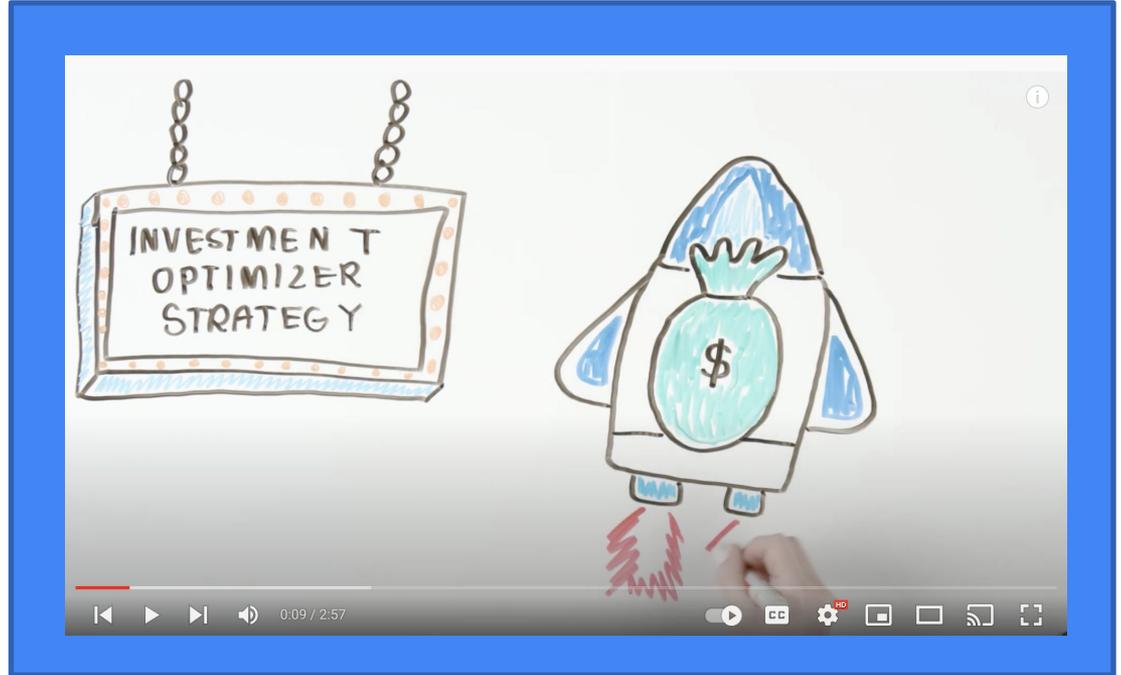
- Custodial Fees
- Managerial Fees
- Administrative Fees
- Shareholder Servicing Fee
- Revenue Sharing Fee
- Transaction Costs

Example 1

The Solution:

A series of 4 white board videos were created. Each video featured a high-level overview of a financial strategy. It took under 12 minutes to watch the entire series.

This video series rivaled the course in lead quality and exceeded it in completions.



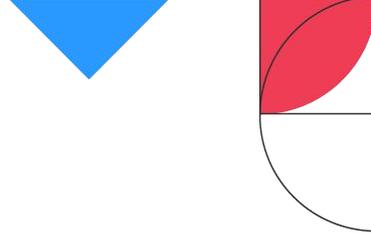
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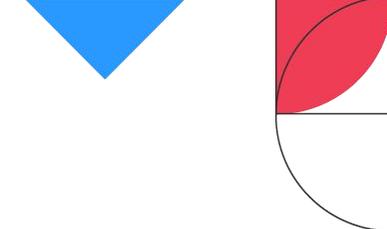
But That's Not All:

The same content that was used in the ecourse was reformatted into a book with both physical & ebook versions.

The book quickly became a very popular “lead magnet” that generated great quality leads at about the same volume as the original ecourse.

The same content that was used in the ecourse was then discussed on a weekly podcast, that at its peak, was ranked in the top 200 financial podcasts on iTunes.





Example 2

The Problem:

After a very successful first year, an up-and-coming diabetes testing supply company had lost sales momentum.

Paid ads, their primary source of marketing, was seeing diminishing returns and customer growth had become stagnant.

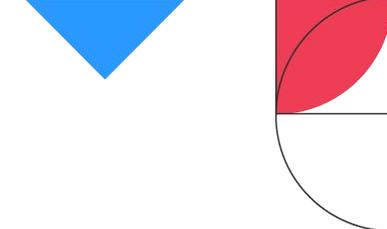
Example 2

The Solution:

Rather than focusing on the brand's site, the team focused on the brand's Amazon listing which were only selling a few units each week.

Their Amazon product pages were reformatted to address multiple personality types by using bright and vibrant photos, bullet points around key features that mattered, and adding a short "how to" video.





Example 2

But That's Not All:

Within a few months of the Amazon relaunch, the brand held the #1 position on Amazon for several key search terms.

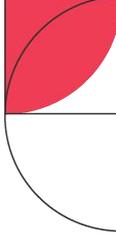
In January 2019, the brand sold more products on Amazon than they had in Q1 the previous year on all channels.

Customers loved the video because it made the product approachable.

In conjunction with the Amazon launch, a new content strategy was created to build thought leadership around lifestyle rather than just technology.

It included stories & success from users, recipes, common questions, and much more and was delivered weekly via email and social channels.

This new content was promoted on the product packaging which helped drive those Amazon customers to the brand's site.



Example 3

The Problem:

An ecommerce marketplace was exhausting resources to maintain their strong social presence and to keep up with their great engagement.

Unfortunately, they only saw minimal traffic and very few sales from social.

Example 3

The Solution:

The team launched shopping catalogs on Facebook and Instagram and launched a series of drops and live shopping events to call attention to the social shopping option.

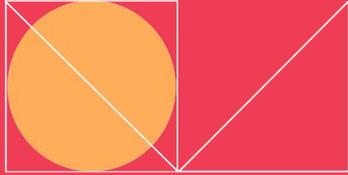


Example 3

But That's Not All:

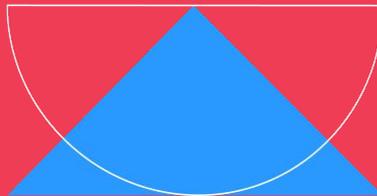
Over an 18-month period, social went from being a “feel good” channel that only drove a few thousand dollars per month to increasing overall company revenue by 1.5% to 2% on a monthly basis!

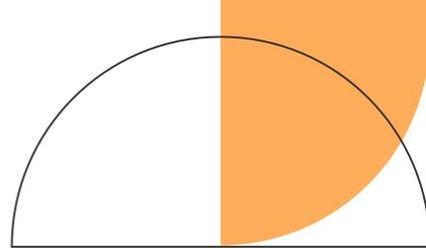
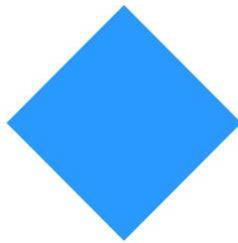
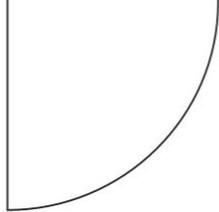
The team behind the social shopping initiative was a runner up for the 2022 Best Use of Social Shopping Glossy Award, which brought significant press and recognition to the program and overarching brand.



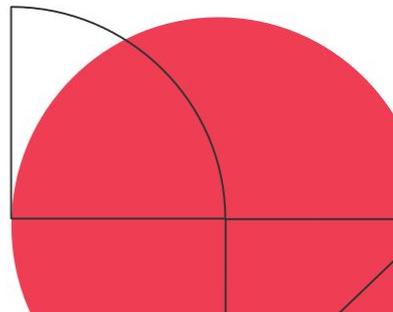
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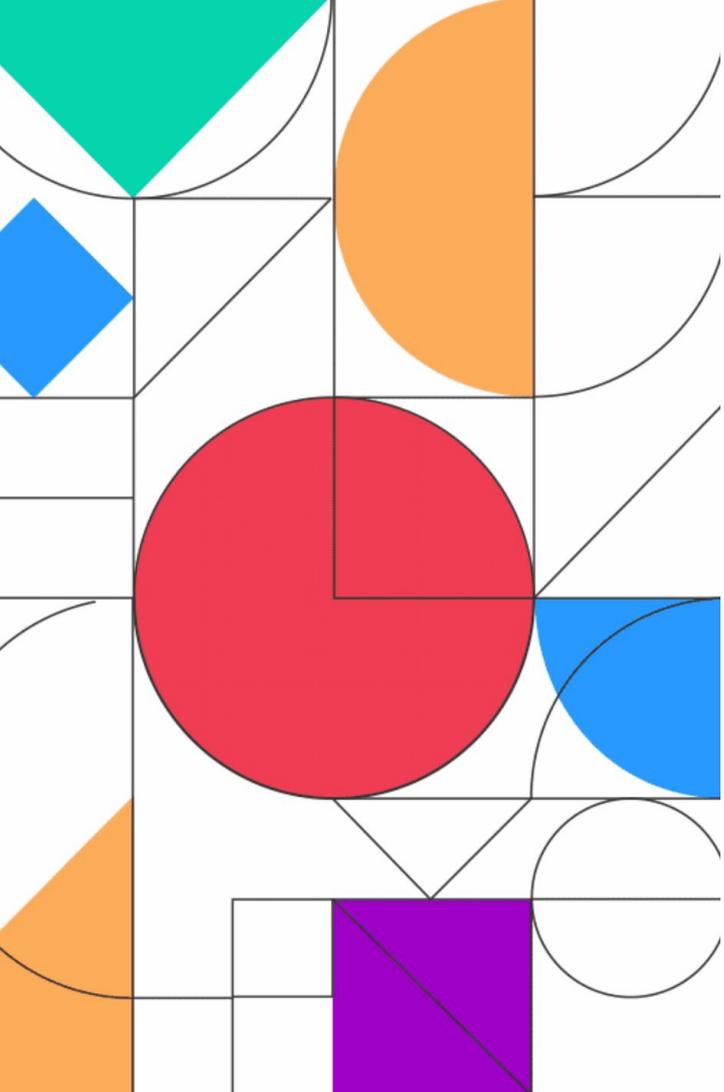
- 1. Financial Services Example: The rule of 4 in action. Repurpose content across multiple mediums to qualify leads using their preferred learning style.**
- 2. Diabetes Testing: Design landing pages to be accessible to a variety of personality types.**
- 3. Social Shopping: Go out of your comfort zone and meet customers in their comfort zone.**





Questions?





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

