




# Demystifying Consumer Behaviour



- Lynda Kavanagh  
WOW Communications & Training

**Handout Download:**  
[wowcommunications.ca/39](http://wowcommunications.ca/39)  
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# Consumer Behaviour


- Attaining new customers means changing people's behaviours
- Break one habit before creating another
- Good Marketing is ethical
- Bad Marketing will kill a business
- Does not encourage habitual purchases



## Internal / External Decisions



- Habitual purchases
- Open to options
- Need to be alert to consumer changes
- Marketing – getting piece of brain when people are open to options



## Neuromarketing

- Understanding why consumers prefer some products over others
- 1950s scientists found “pleasure centre”
- Motivated by what makes us feel good
- Understanding brain = understanding consumers
- Consumers know why and what
- Don’t know what was the influence

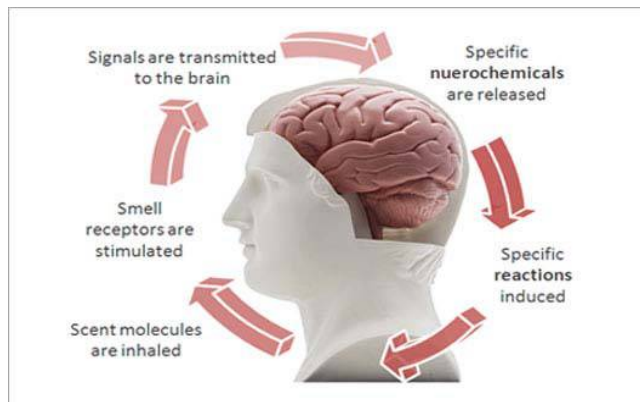


## Frito Lay – The Orange Underground



## Small business neuromarketing

### 1. Smell – scent marketing



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# Small business neuromarketing



**★ Star Tires**

*Star Tires wants to be part of keeping your family safe in all weather conditions.*

With over 40 years of service, Star Tires can help you with:

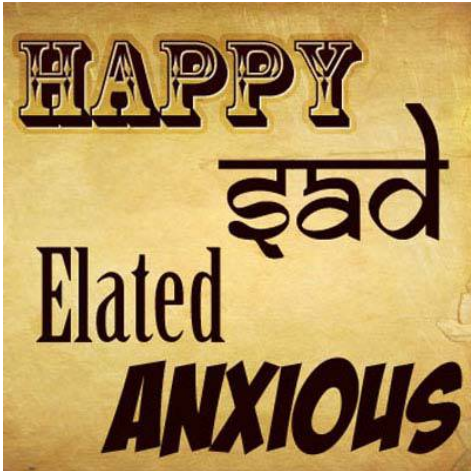
- Tire installation and repair
- Snow and specialty tires
- Parts and accessories

**★ Star Tires**  
1234 - 5 Street East, Whataname, Country  
(123) 456-7890  
www.whataname.com

## 2. Tease the eyes

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# Small business neuromarketing



**HAPPY**  
इशद  
Elated  
**ANXIOUS**

## 3. Put time on your side



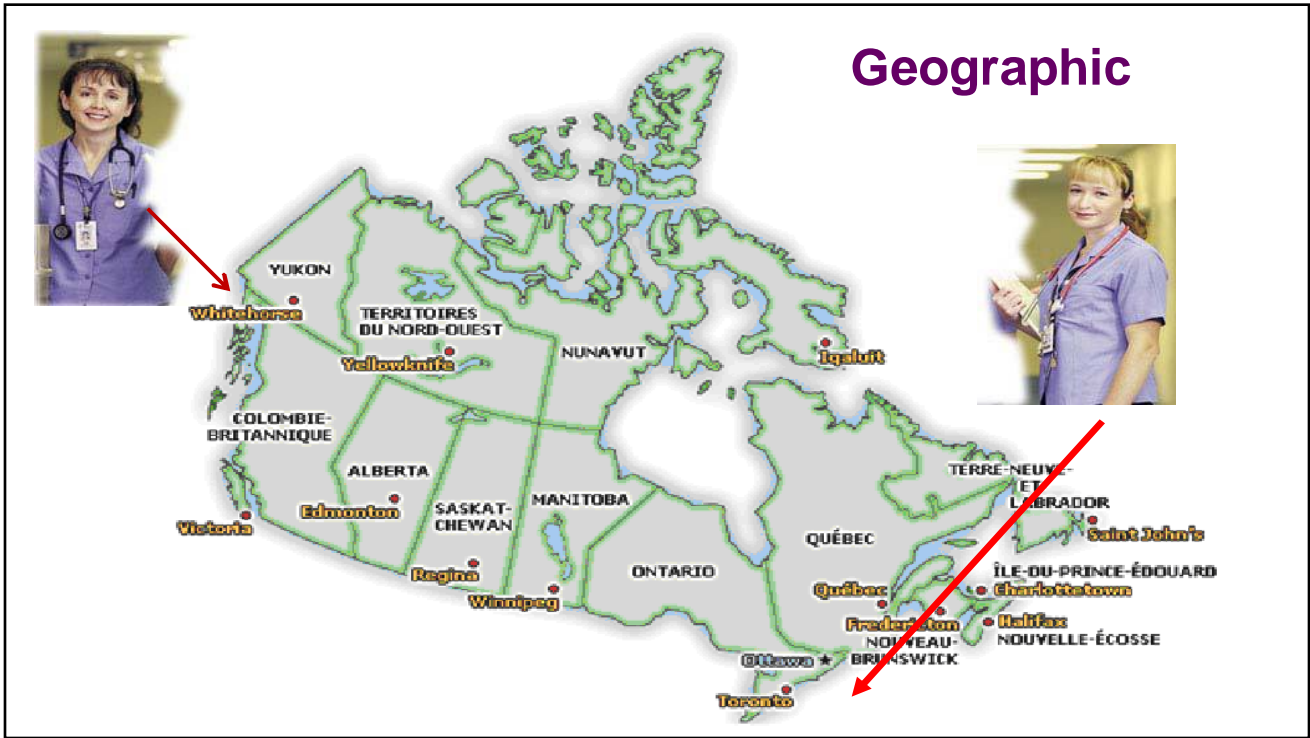
## Get inside their heads

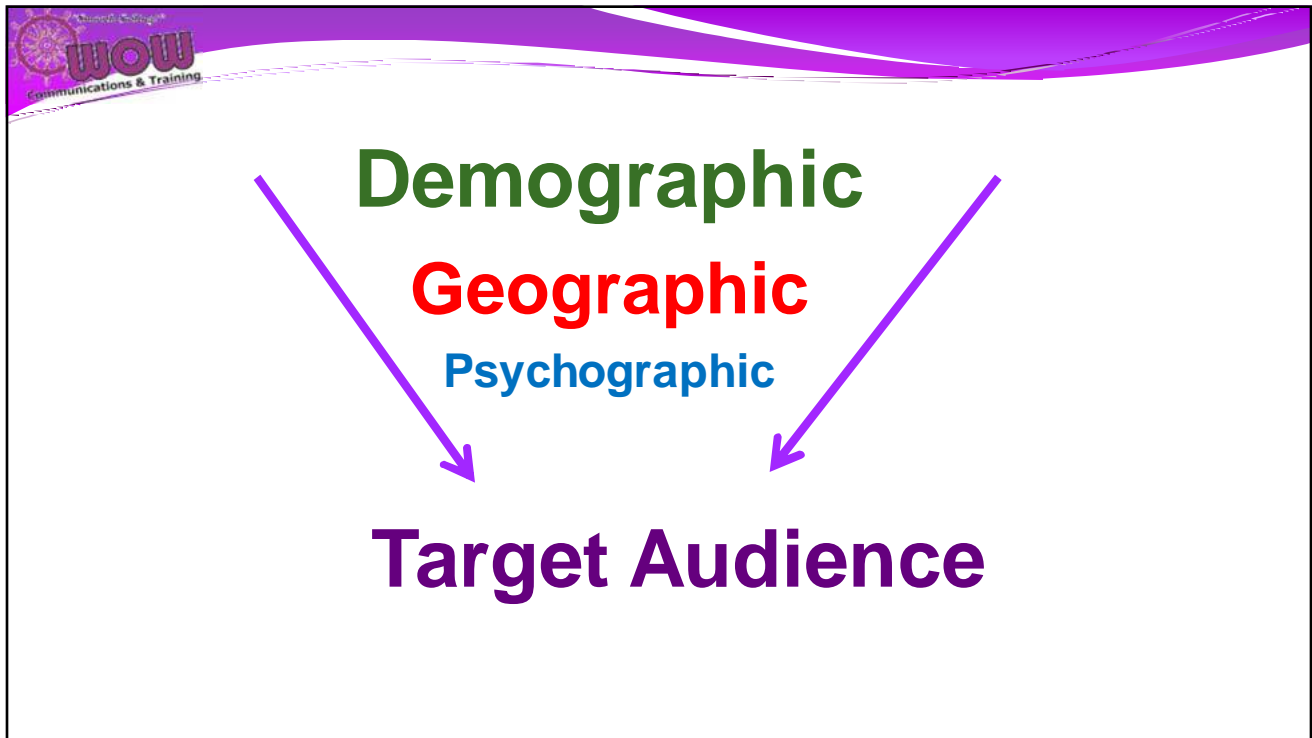
- Research, Research, Research
- Focus Groups
- Feedback forms
- Surveys



## Is Demographics enough?







**Customer Personas**

- Puts a face to your customer
- Helps identify their needs and wants
- Are fictional observation of our ideal customer
- Help to understanding customer needs/issues

Personas can be for consumers or businesses:

- Research the business
- Create a Persona for the decision maker



## How to start creating Personas?



1. One Persona may represent 100s of people just like that person
2. Define your target into a categories
3. Create a Persona for each category
4. Set the details of the target (i.e. are they a business or a person).
5. Define where they live



## Persona exercise

- Think of a customer - or type of customer - buys from you often
- Toronto Gift Show:
  - Exhibitors will be spending \$\$ in Toronto area are different than locals
  - Tourists are different than locals
  - Men are different than women
  - All need different personas





## Meet Sally from Accurate Bookkeeping



- Lives in Montreal
- Target customer is self-employed businesses in Montreal
- Let's build one persona for Sally
- Doesn't have a lot of \$\$ to market



## #1 Give them a name/ profession

**Meet**  
**Murray Turnbull**  
***Montreal Architect***





## **#2 Basic Information:**

*Murray Turnbull*

- **35 years old, single, lives in Montreal.**
- **he likes old buildings.**
- **his income was \$200,000/ year when working for other companies.**



## **Background:**

*Murray Turnbull*

- **Degree from McGill in Architecture**
- **Started his company 1 year ago**
- **Gross sales are \$300,000**
- **Currently doing his own bookkeeping**



## Knowledge of your business/ industry

**Quote: What does he need?**

*Murray Turnbull*

*“I’m not sure if doing my own bookkeeping is the way to go but I don’t have the budget to hire an accountant.”*



## Trusted Sources of Information

*Murray Turnbull*

- **Globe & Mail Newspaper**
- **Not on Facebook but big on LinkedIn**
- **Uses Twitter to research information**
- **Member of variety of business networking groups.**



## Need / Want statement

*Murray Turnbull*

***Harold needs a company that will offer an introductory service at a reasonable price so he can see the value of having someone other than himself do his accounting.***



## The Marketing Message:

- Best use of his time
- Should be focusing on sales
- Show him he doesn't have bookkeeping knowledge
- Introductory no charge consultation



## How to reach Murray?

- **Analyze which sources of information can be accessed**
- **Develop more personas**
- **Can you match other personas with the same needs and wants and information sources**
- **Create your plan**



## Parts of the Persona:

- **Give them a name**
- **Basic demographic & geographic information**
- **Psychographics – what's happening in their lives**
- **Knowledge of your industry / business**
- **What sources of information can you use**
- **What do they need that you can deliver**
- **What's your message**
- **Develop a plan**



## 3 – 5 Personas

- Will help in defining your Brand
- Will help in creating your Marketing message
- Can multiple personas respond to your message
  - If not prioritize
- Can you reach multiple personas through the same sources of information
  - If not prioritize



## Can you answer these Consumer Behavioural Questions?



- Who should I be talking to?
- Why would they pay attention?
- How should I reach them?
- Why would they buy again?



## Resources

- **WOW Paperback & E-Book: Sales suck... NOW WHAT?**
- **WOW Online Demand Business training at [wowcommunications.ca](http://wowcommunications.ca)/click on VIDEO ONLINE TRAINING**
- **Sign up for our newsletter at [wowcommunications.ca](http://wowcommunications.ca) & receive a FREE 45 minute audio podcast “Crash Course in Marketing”**

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**We'll thank you by providing a download link to a our “Sales for the Terrified” 70-minute podcast.**

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[Lynda@WOWcommunications.ca](mailto:Lynda@WOWcommunications.ca)**