

## PERSONAS: A WAY TO UNDERSTAND THE NEEDS OF YOUR AUDIENCE

Emilie & Béatrice

BEA

Recruiting new members and increasing the visibility of our projects and communication is a common challenge for all Zonta clubs and club services around the world.

But then, how to inspire more ? How to empower more people ? How to gain more impact with our projects ?

In this practical session, we will learn how to use «personas» to increase the impact of your communication and actions.

Are you ready to become a communication expert ? Let's go 😊

# One of our biggest challenge

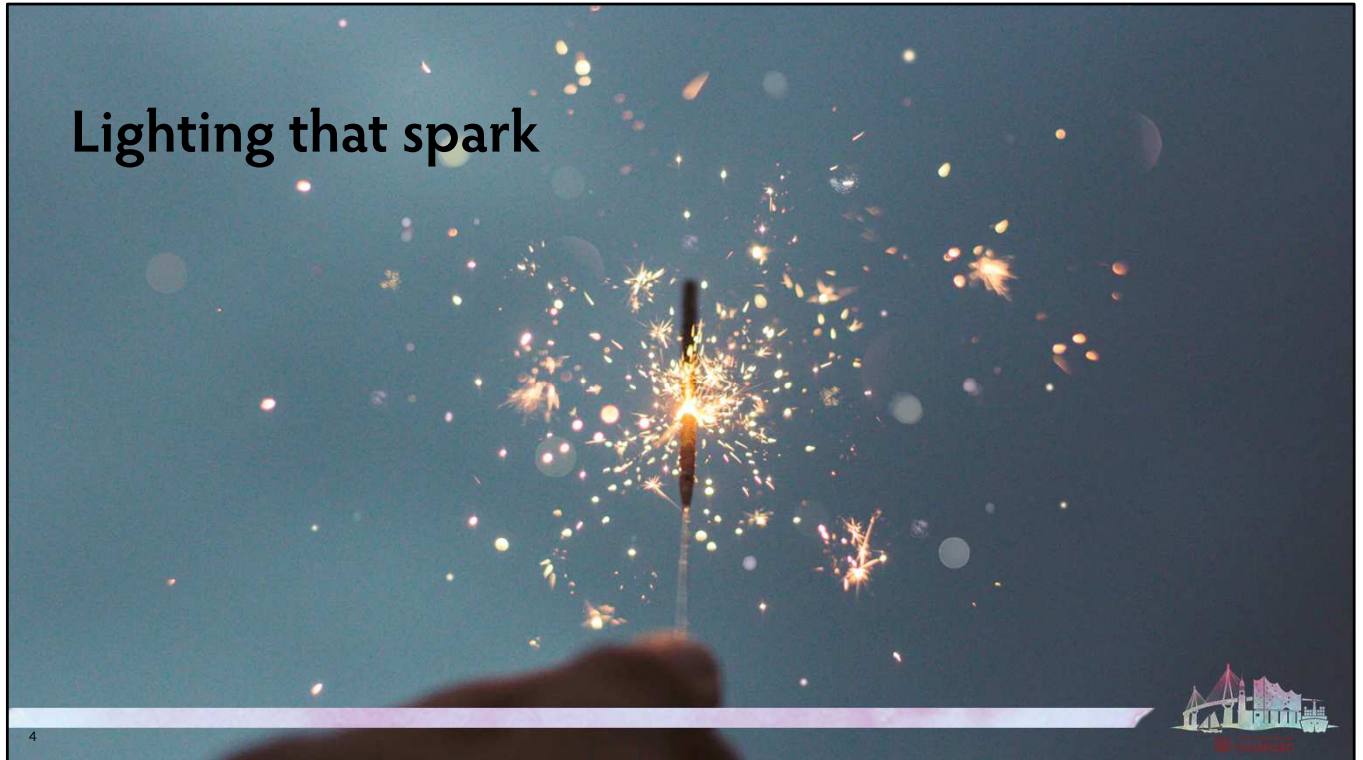


EMILIE

One of our biggest challenges in achieving our ambition starts with this basic problem:  
(and this is not only for Zonta, but for many of "club service")

RECRUITING AND MOTIVATING MORE PEOPLE TO BECOME MEMBERS

# Lighting that spark



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and that starts with better visibility.

Lighting that spark and reaching more people than we do today.

Of course, we all do our best.

We tell our friends and colleagues about Zonta and have built up a community that allows us to continue the story of the Club.

But are we fully exploiting our potential? Isn't there a way to reinvent ourselves? to reach and engage more people?

Isn't there a risk over time if we continue like this?



#### EMILIE

We both participated in the creation of our club 4 years ago.

Our observations were that the cause we defend is at the heart of the motivation of all the members who have joined us since. This is what mobilizes people, why Zonta exists and fights for.

But we quickly became aware that different elements were polluting or could slow down people interested in joining the club or interested in our projects.

These things are for example

- the administrative formalities related to Zonta and its organization
- the implemented processes to join the club
- the access to be in contact with a member
- The mix of information received from different level
- The internal vocabulary (Area, District, Convention, biennium, Prices X, Y, Z, President, past-president, director, governor,...)

Nowadays, we are daily over solicited (at work, with our e-mails, our whats app, advertising, etc.) → People need clarity, simplicity and above all they are looking for a sense of belonging to a group, and need to feel like they are talking to a friend



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This friend is us, this is Zonta.

We are here for all women and people who want to help the women's cause.

And what we do is incredible, so we need to showcase it better to reach even more people.

Lighting those sparks, recruiting, and giving our actions more impact



# Change



EMILIE

To improve, to grow, it is important to question ourself.

Maybe we're too caught up in the Zonta universe, so how do we get out of it?

We are not questioning what has been done so far.

On the contrary, we need to build on this experience and solid foundation.

But the world and our environment are changing.

And we have to adapt not to disappear.

We have a responsibility to the cause we defend.

Are we ready to be open to the world? Are we ready to change our habits? Are we ready to put the cause at the center of everything?



## Change your perspective

- Put yourself in the shoes of the person you want to reach.
- Leave out your own truth and step out of yourself

Some initial questions :

- What are the obstacles?
- What are their life goals?
- What are their frustrations?



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To increase the impact of your communication, you must be able to put yourself in the shoes of the person you want to reach.

We are used to taking our own truth, our personal situation as valid for everyone. This is human.

I do it every day with my husband for example, my reality, what is important for me must be valid for him :-)

But potentially, if I want to increase my impact and succeed in reaching the goal I have, I should put myself in his place.

What would motivate him to take the step I want him to take?



## Create a persona



- What is a persona ?
- Understand your audience
  - Needs
  - Experiences
  - Behaviors
  - Goals
- Different people have different needs and expectations



### EMILIE

Personas are fictional characters, which you create based upon your research to represent the different user types that might use your service, product, site, or brand in a similar way.

Creating personas will help you understand your users' needs, experiences, behaviors and goals. Creating personas can help you step out of yourself. It can help you recognize that different people have different needs and expectations. Personas make the design task at hand less complex. They guide your ideation processes, and they can help you to achieve the goal of creating a good user experience for your target user group.

Usually, they are created based on a market research. But we can also create them based on what we observe and what we know. We also can do a quick market research on internet or by asking directly some people we want to reach.

Let's have a look on a concrete example :

# Our Persona

## PROFILE

Gender : Female  
 Age : 31  
 Occupation : Graphic designer  
 Family : 1 kid - 2 years old / living with boyfriend - not married  
 Location : Lausanne / Switzerland  
 Character : Creator, honest, loyal, fun



Beauty is in the eyes of the beholder. Oscar Wilde

## CAUSES

Ecology  
 Feminism

## ZONTA

- Never heard about Zonta and doesn't really know how a service club works
- She has always wanted to be involved in "making the world a better place". She has a sensitivity to ecology and and participated in the feminist strike on June 14 in Switzerland.

## BIOGRAPHY

she has lived in the region for 6 years. She does not have a large network. She always wants to create new sincere connections but it is not easy. She enjoys traveling, going out with friends and sports.

Her life is busy between child and work. She doesn't take much time for her hobbies but wants to change that.

## GOALS

Make the world a better place  
 Rise her child  
 Career

## FRUSTRATIONS

she does not have enough time for herself  
 Network  
 Managing daily life with a young baby

## PREFERRED CHANEL(S)

Traditional	Referral
Online & social media	Networking events

## PERSONALITY

Introvert Extrovert  
 Thinking Feeling  
 Judging Perceiving  
 Sensing Intuition

## MOTIVATION

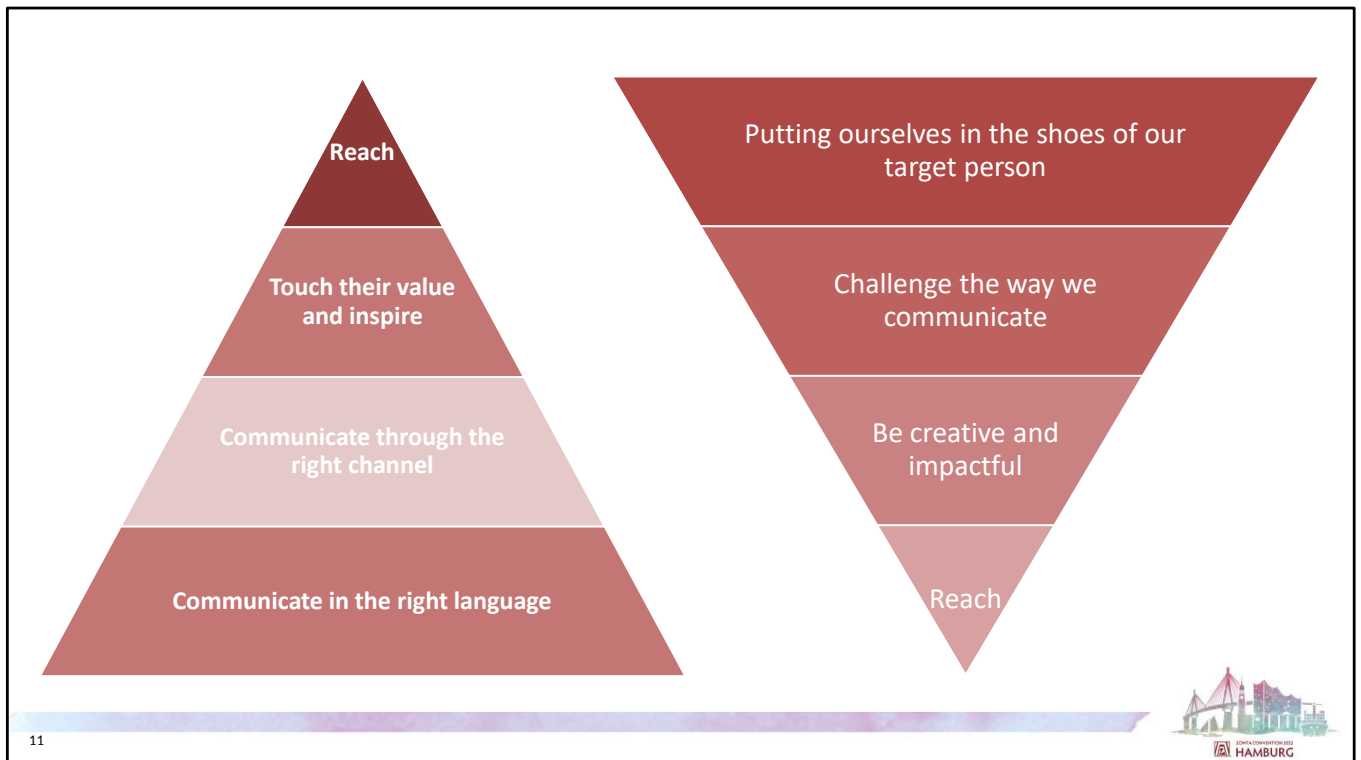
Incentive   
 Fear   
 Growth   
 Power   
 Social

## ZOOM ON SOCIAL MEDIA

Professional/LinkedIn	Facebook
Instagram	TikTok

- Start by choosing a picture and a name to humanize your persona. Both the name and the avatar you select will help you start thinking about this persona like a real person.

- We present you Anna



## BEA

### And concretely, what are we supposed to achieve ?

This tool should help us to communicate in a language adapted to the people we want to reach.

But also to use the right channels to reach them (letter, e-mail, social media, etc.)

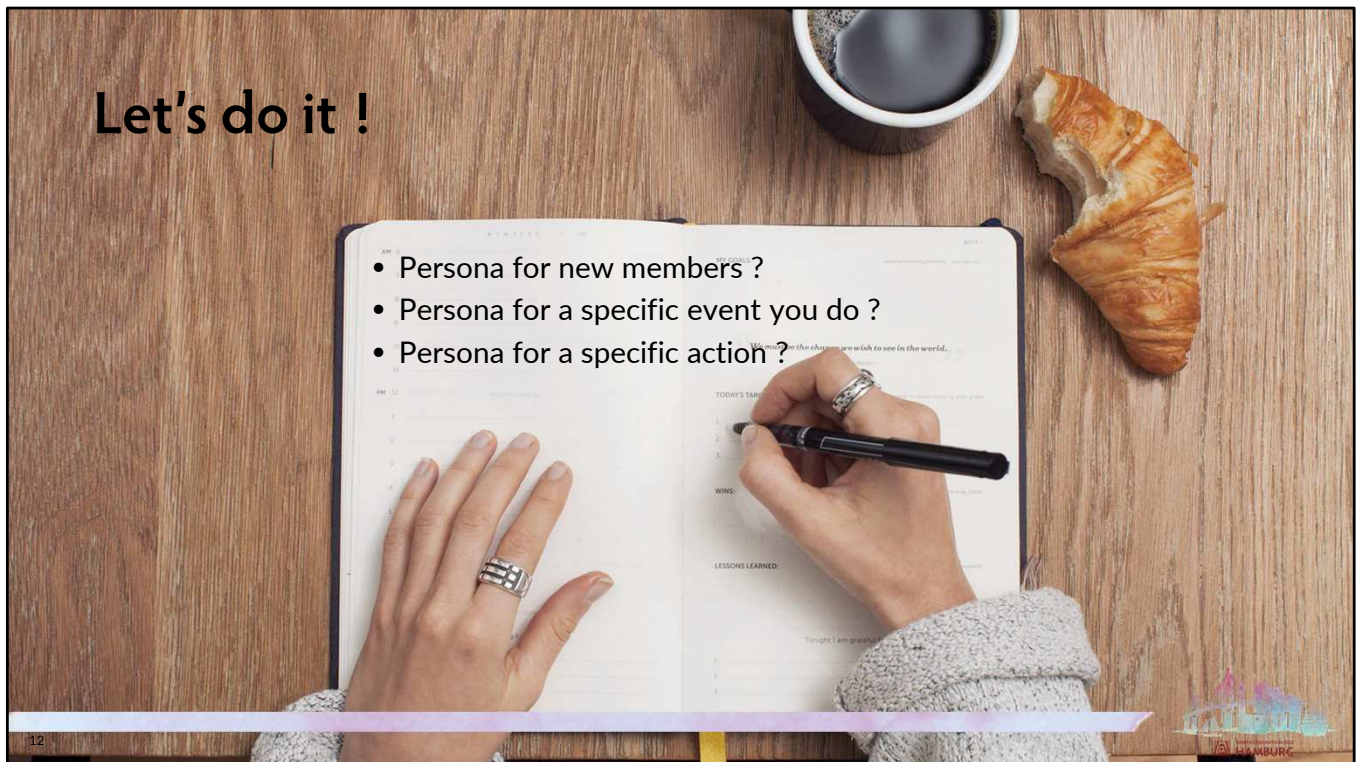
It is supposed to push us to touch their value and inspire them.

To finally reach them, meet them and invite them to participate in our actions and become a member.

On the other side → This must also push us to put ourselves in their place. and therefore to question our way of communicating but also potentially to question other things. For example the procedures to become a member of our clubs or the amount of the fees (could it be an obstacle?)

It should also push us to be more creative and inspiring. There is nothing like a few constraints and a clear goal to bring out more creativity in us

# Let's do it !



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Each action, event, communication, start with this : think about the person you want to reach.

Here we go, it's your turn to try and create a persona.

Think about your current actions and who you are reaching.

→ Does this align with the target audience you want to reach?

→ Consider who else you would like to reach/interact with and try to create your first Persona !

Do you want more member in your club ? Think about who you want to join the club

Do you want more people attending an event ? Think about who you want to attend the event

After the creation of your persona (or few personas) you will be able to adapt your communication and reach your target.

Let's go

**TIMING ? 15 minutes max (10 +5 marge)**

# Create a persona

## PROFILE

Gender : Female/Male/non binary/etc.  
 Age : 1-100  
 Occupation : Job title  
 Family : Kids, married, single, etc.  
 Location : City / State  
 Character : Type



a quotation that captures this user's personality

## CAUSES

Two empty rectangular input boxes for causes.

## ZONTA

- Link to Zonta ?
- Link to other Club services ?
- Has she/he ever heard about Zonta?

## BIOGRAPHY

Has to be short paragraph to describe the user's journey. It should include some of their history leading up to a current case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and professional life that make this user an ideal candidate of your actions / Club.

## GOALS

A task that needs to be completed  
 A life goal that needs to be reached  
 Or an experience that need to be felt

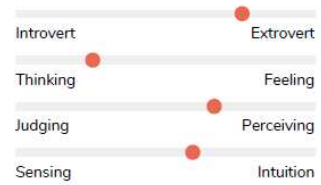
## FRUSTRATIONS

The challenges this user would like to avoid.  
 An obstacle that prevents this user from achieving their goals.  
 Problems with the available solutions.

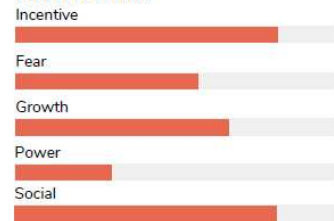
## PREFERRED CHANEL(S)

Traditional	Referral
Online & social media	Networking events

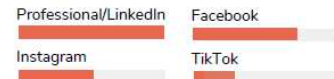
## PERSONALITY



## MOTIVATION



## ZOOM ON SOCIAL MEDIA



# Questions, reflexion ? Share !



EMILIE

Questions, reflexion ? Share !

And now ? Once we have our persona the challenge is to adapt your communication to reach this person.

For example, in our club the goal was to get new members.

to reach Anna, we decide to create a campaign on social media. With this channel you can reach a lot of people, target your audience and persona and it cost not so much

To spread our content we push it on Facebook + Instagram + youtube.

We have created an authentic and emotional video – we will share it with you juste after

During the campaign we were very reactive to all the feedbacks and questions

But also very friendly and accessible

Anna has no time to lose, she wants something concrete, simple, powerfull, inspiring, something she can understand.

Now let's have a look at the video



# The way we communicate

- Link to our video on youtube :
- [Nous sommes des femmes et ensemble rien ne peut nous arrêter - YouTube](#)
- Link to our instagram account :
- [Zonta Club Vevey Montreux \(@zontaclubveveymontreux\) • Photos et vidéos Instagram](#)
- Link to our facebook account :
- [Zonta Club Vevey Montreux - Startseite | Facebook](#)



# The way we communicate

- +200 followers
- 8'500 views
- 800 interactions
- 20 direct contacts
- 8 people who joined us for a dinner
- 5 new members

24 AVR. À 00:15  
bonjour, je serai ravie de intégrer votre équipe de Zonta Vevey

24 AVR. À 07:40

Bonjour! 😊 oH mais nous sommes ravies de t'accueillir ! Donne-moi ton adresse e-mail et je t'envoie quelques infos. Nous avons notre prochaine séance planifiée le 11 mai, réserve déjà la date 🥰

24 AVR. À 09:49

Bonjour! Oui , avec plaisir. Mon adresse e-mail : capy.boissard@hotmail.com Pour le 11 mai, ça dépend à quelle heure. J'ai aussi une autre seance le même jour à 19h à Vevey. Ça serait dommage de louper la votre. Beau dimanche ! 😊  
Capy



BEA

So what are the results with this campaign on Social Media ?

We get more than 200 new followers

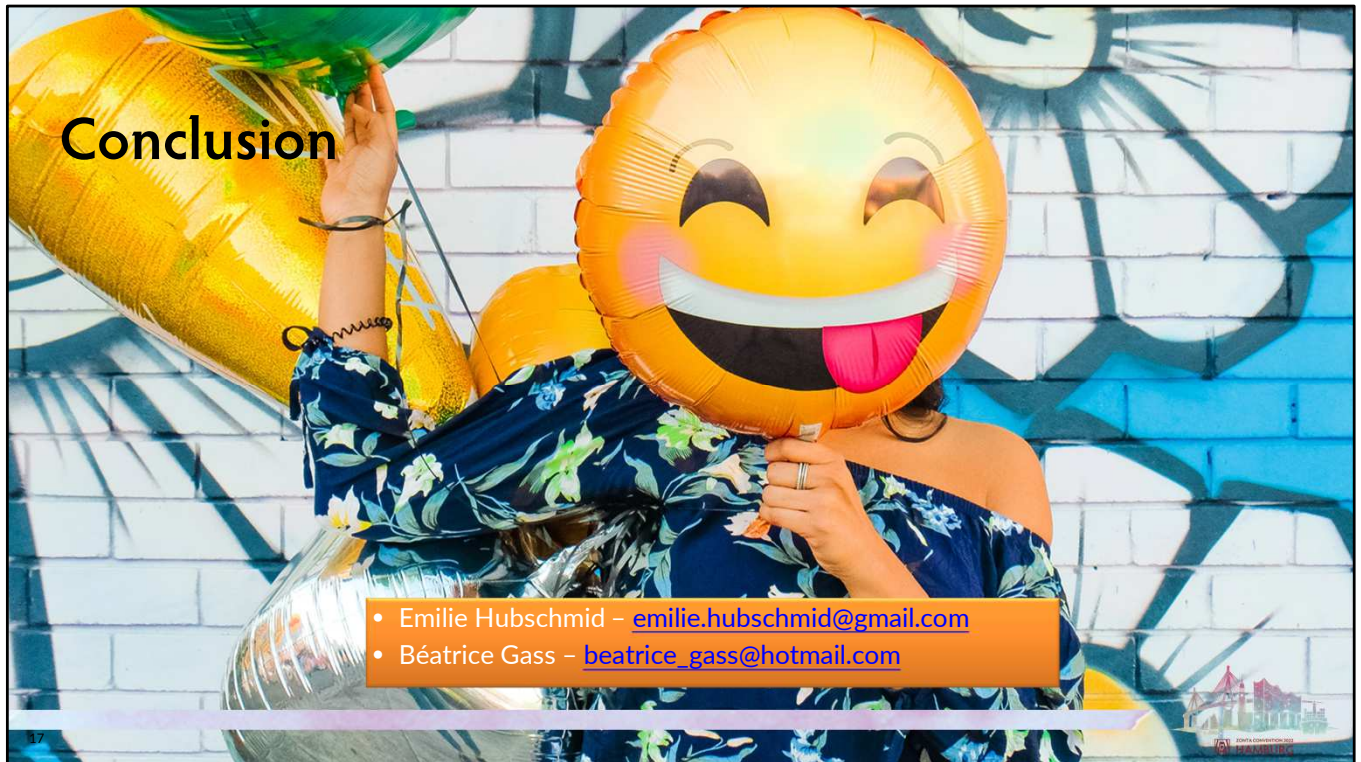
The Video had more than 8500 views

And we had more than 800 interactions (like, comments, like, share, clic, etc.)

We also had 20 direct contact with interessted women and finally 8 of them joined us for a monthly friendly dinner.

This has been 3 weeks before today, and at this time 5 women already joined the club.

This was a very successfull campaign for us – thanks to anna



EMILIE

So this is almost the end of the workshop  
This was the story we wanted to share with you

Q&A ?

Thank you so much for your attention !