



# Audience Research & Buyer Persona Report: Digital Marketing Services

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Effective digital marketing depends on having a deep understanding of target audiences and their behaviors. Without precise audience insights, marketing efforts risk wasting resources on strategies that fail to resonate with potential clients.

This presentation explores comprehensive research on the target audience for digital marketing services, including detailed buyer personas and customer journey maps. By developing these insights, we can create more targeted campaigns, craft more resonant messaging, and optimize conversion strategies across multiple touchpoints.



# Target Audience Overview

Digital marketing services primarily target business owners, marketing managers, and entrepreneurs who need expertise in promoting their products or services online. The audience spans various business sizes, from small local businesses to mid-sized companies, with some variation in needs and budgets.

Our core demographic is 30–45 years old (62%), with secondary demographics of 25–30 years (21%) and 45–55 years (17%). The gender distribution shows 56% male and 44% female clients, primarily located in urban centers (65%) and suburban areas (28%).

45%

Small Businesses

1–10 employees

38%

Medium Businesses

11–50 employees

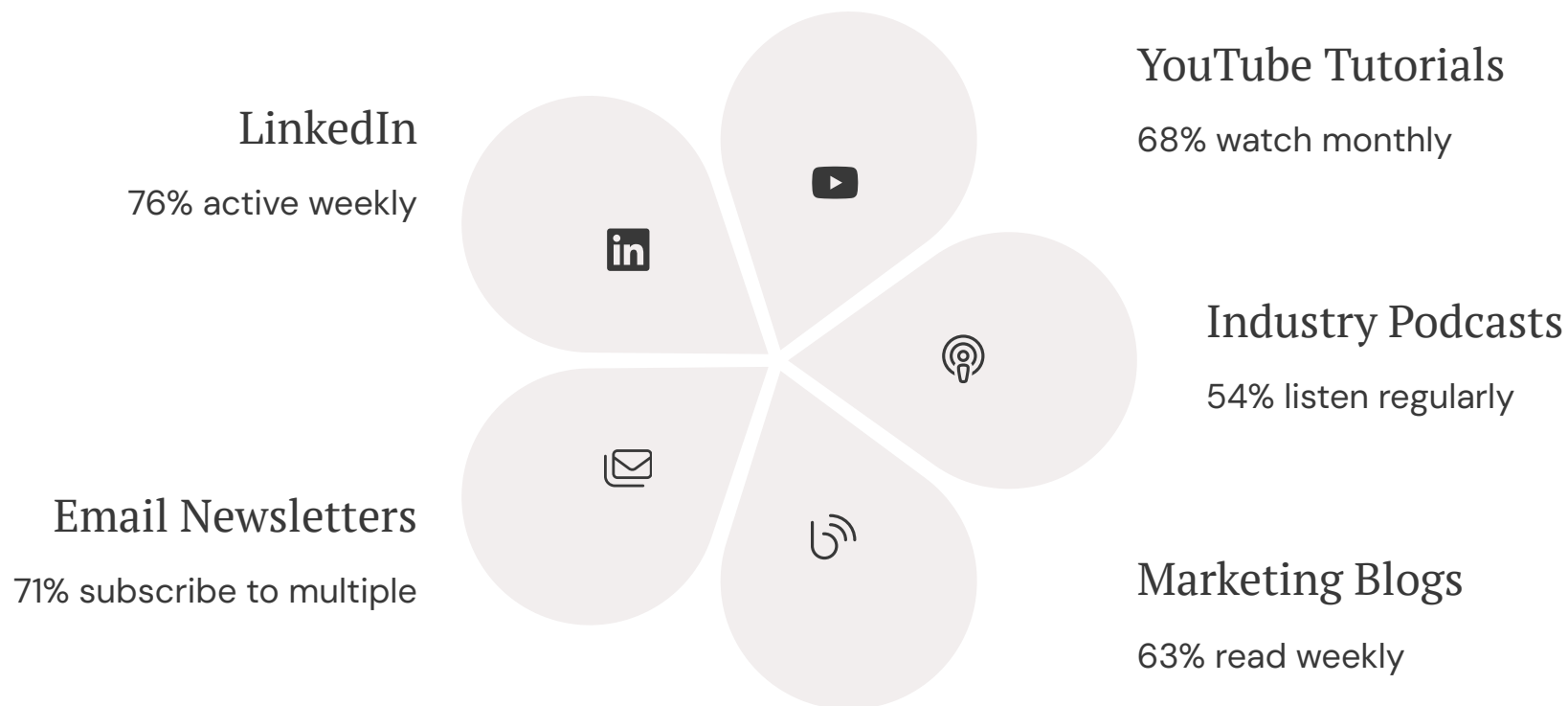
17%

Larger Businesses

51+ employees

# Psychographic Insights

Understanding what drives our audience helps create more effective marketing strategies. Our research reveals that business growth strategies, marketing innovations, and ROI optimization are primary interests among our target audience.





# Buyer Persona: Startup Steve

Steve is a 32-year-old founder/CEO of a technology startup in Austin, TX. With an MBA and six years in the tech industry, he founded his SaaS startup two years ago. His company has seven employees and is gaining traction but needs scalable customer acquisition strategies.

## Goals & Motivations

- Rapid business growth through digital channels
- Clear ROI from limited marketing budget
- Establish thought leadership in his niche
- Scalable marketing strategies

## Pain Points

- Lacks specialized marketing knowledge
- Limited time while running the company
- Inconsistent results from DIY marketing
- Concerned about wasting runway

## Buying Process

- Researches options extensively online
- Values testimonials from similar startups
- Prefers month-to-month contracts initially
- Decisions influenced by potential ROI



# Buyer Persona: Marketing Manager Melissa

Melissa is a 38-year-old Marketing Manager at a mid-sized retail company in Chicago. With 12+ years of marketing experience across several companies, she manages a small internal team but lacks specialized digital expertise. Her company has 65 employees in the retail sector.



Melissa's buying process involves forming an initial shortlist based on industry reputation, valuing detailed proposals with clear KPIs, justifying expenses to finance, and conducting multiple team consultations before deciding.

## Forming Initial Shortlist

Melissa's buying process involves forming an initial shortlist based on industry reputation.

## Valuing Detailed Proposals

Melissa's buying process involves valuing detailed proposals with clear KPIs.

## Justifying Expenses

Melissa's buying process involves justifying expenses to finance.

## Team Consultations

Melissa's buying process involves conducting multiple team consultations before deciding.

# Buyer Persona: Local Business Larry

Larry is a 51-year-old owner of a local plumbing company in suburban Philadelphia. He built his business over 15 years and has 12 employees. With minimal marketing experience, he has relied primarily on word-of-mouth and basic advertising.



## Increasing Local Visibility

In specific service areas to attract nearby customers



## Generating Qualified Leads

Ensuring a consistent flow of potential customers



## Differentiating from Competitors

Standing out in a crowded local service market



## Modernizing Operations

Bringing business practices into the digital age

Larry prefers face-to-face meetings, makes decisions based on trust and relationships, and is resistant to long-term contracts without clear exit options. His digital behavior centers around Facebook for personal use and YouTube for how-to content.

# Customer Journey Map

Understanding the customer journey helps optimize marketing touchpoints and address emotional needs at each stage. Our research identifies three key stages in the decision process for digital marketing services.



1

## Awareness Stage

Customers face business challenges, seek solutions, and notice case studies. They feel frustrated and skeptical.

2

## Consideration Stage

Prospects review websites, download resources, and compare providers. They feel informed but uncertain.

3

## Decision Stage

Clients request proposals, evaluate options, and negotiate terms. They feel cautiously optimistic.

# Marketing Recommendations

Based on our audience research and persona development, we recommend the following strategies to improve targeting and engagement with potential clients for digital marketing services.



## Persona-Specific Content

Create distinct content journeys for each persona

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## Channel Strategy

Focus on LinkedIn, SEO, and strategic partnerships

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## Lead Nurturing

Develop persona-based email sequences and tools

By implementing these recommendations, digital marketing service providers can better align their strategies with the needs, behaviors, and preferences of their target audiences, resulting in more effective lead generation and higher conversion rates.