They Get Me: How to Sharpen Your Publishing Strategy with Personas

American Association of Carnivals Persona Worksheet

STEP 1: DEFINE YOUR PURPOSE
Refresh the American Association of Carnivals’ publishing efforts to better provide members the information they need to regain customer trust and attract the next generation of carnival customers.

STEP 2: CONDUCT AUDIENCE RESEARCH

Demographics:
• 70% male members: represent amusement companies as CEOs, carnival staff, and ride safety officials
• 30% female members: represent amusement companies, food vendors, and performers
• Members typically in their late 30s through early 60s
• 40% of membership are amusement companies & providers with a $50,000 marketing budget
• Amusement companies and providers create independent contracts with carnival staff, food vendors, performers, and ride safety officials
• 55% of members are from the Midwest U.S.

Psychographics:
• One of the largest values for members is creating connections for employment
• Members want to know how to market the carnival experience in a modern way to positively draw families to carnivals
• Right now, members feel like the quarterly publication doesn’t offer a strong value in defining a modern carnival experience. They want to learn how to shape the public’s perception of carnivals.
• Many members don’t have marketing experience, but need to market/promote carnivals in a positive way that shifts the growing negative perception of carnivals in America
• 63% of members prefer to consume digital content over print to accommodate their busy, traveling lifestyles

STEP 3: EXTRACT THEMES
• A majority of AAC’s membership are male amusement company decision makers, specifically CEOs
• Changing perceptions is a marketing effort, but amusement companies don’t know how to maximize their marketing budgets ($50,000/year) to create an impact
• CEOs have limited marketing knowledge and don’t know what it means to be innovative and modern, specifically through digital channels
• CEOs tend to skew more senior, and have a deep understanding about the carnival industry and operations
• Because AAC’s publications aren’t sharing timely and relevant content to members, members are still unsure about how to modernize the carnival experience
• A majority of members are driven professionals who want to foster a positive, safe, and fun carnival experience for customers, but don’t know how to communicate this through specific channels
STEP 4: BUILD OUT THE PRIMARY PERSONA PROFILE

Now, using these themes, who would you identify as a primary persona for AAC? Have fun! You can name your persona at this stage to help you stay organized.

Hi, my persona name is _________________________________.

Who?
• Background:

• Key Demographics:

What?
• Primary Goal: • Primary Challenge:

• Secondary Goal: • Secondary Challenge:

Why?
• Common Objections: Why would/wouldn’t they renew their membership with the association?

How?
• Marketing Messaging: How should you position the value of the association? Through which channels?

STEP 5: PUT YOUR PERSONAS INTO ACTION

How can the American Association of Carnivals rejuvenate its publications to better align with the primary persona’s interests, values, and drivers?

What type of content do they need? (i.e. new magazine content sections, high-level content categories, how else should the association share content with members?)

Grow your association with strategically developed personas.
Contact our team at Bates Creative to learn more.