

## Understanding Persona & Journey Mapping to Target Customers More Effectively

Blackdot helps one of Australia's largest banks identify opportunities to enhance the customer experience.



### CHALLENGE

The marketing team at a leading Australian bank was failing to engage customers and generate sufficient leads with their digital marketing campaigns. The underlying issue was that they were executed in an ad hoc fashion and campaign content failed to address the needs of the customer depending on their stage of the buyer's journey.



### SOLUTION

Blackdot's team of consultants conducted a set of comprehensive workshops to help the marketing team think beyond the first communication with their prospect list. This involved carefully mapping the buyer's journey and analysing the experience from the customer's perspective. With a more defined idea of what the customer might be feeling at each stage, the marketing team was encouraged to think about what kind of content or channel would be most appropriate for their different buyer personas. For example, if the customer opens and engages with an email, what type of content might be appropriate to receive next? If they don't open the email, what other channels might be more successful in reaching them? With this new approach, the team was able to understand how communications should be tailored for their unique personas at different stages of the buyer's journey.



### RESULTS

- The workshop was a successful endeavour, gaining considerable buy-in from the leaders in the marketing department as well as the wider team
- The organisation has implemented the new approach, significantly enhancing buyer understanding across the business