

Buyer Persona

The CNY Women's Network

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Content



Target Introduction

Interests

Community Outlook

Buyer Journey

Media Habits

Buyer Insight

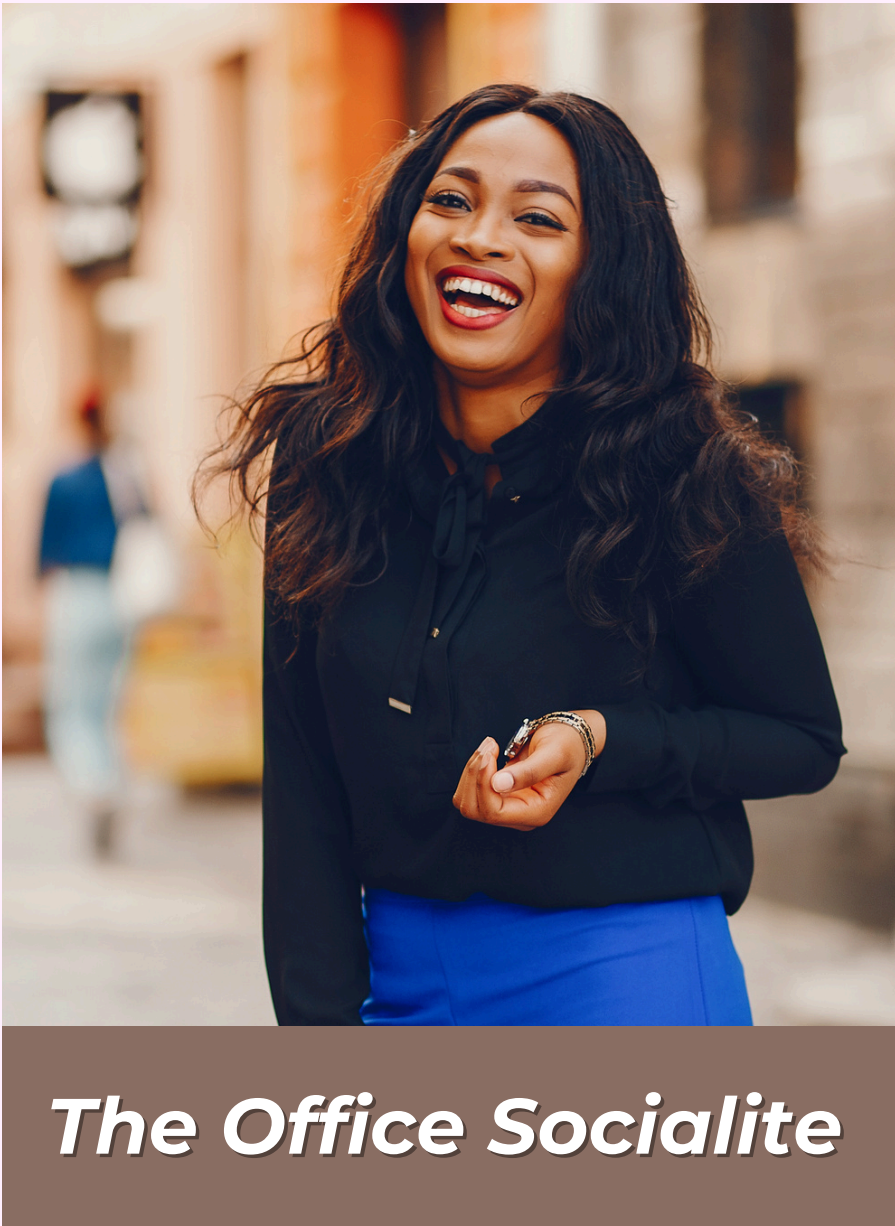
The Ambitious, but Unguided

Our target audience includes women of color who are business professionals.

These women are seeking out a community that not only supports them in their career-goals, but understands their background and shares similar experiences.

in the following slides we have summed up key insights about our audience as they relate to the CNY Women's Network.





Age: 32
U.S. Region: North East
Socioeconomic Status:
Upper Middle Class
Family Status: Just Married
Job: Director of Analytics for
Butler Till in Syracuse

Meet Rhylee Hudson!



discount
codes



health
and
fitness



beauty
and
fashion

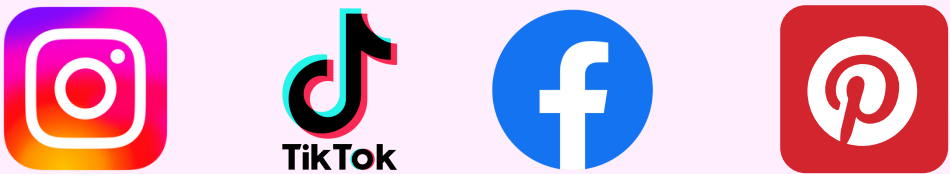
Behavior & Habits

- 55.2% use loyalty / reward programs
- 56.9% use discount codes or coupons
- 11.4% buy products / services to access the community built around them

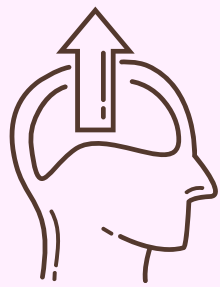
Brand Goals & Discovery

- Typically discovers brands from social media, websites or word of mouth
- Wants brands to be reliable and authentic
- Loyal to brands that she trusts
- Wants brands to be social responsible
- Thinks the brand role is to help you improve your knowledge / skills

Brands & Platforms



Audience's Habits



Personal Development

Focused on setting goals for themselves that both challenge them and give them opportunities to become more successful.



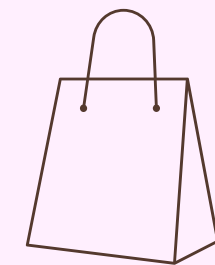
Foodies

High interest in cooking, trying new restaurants and going out to dinner, and connecting with friends through these activities.



Health & Wellness

Care about their overall wellness and mental health as well as staying active. High percentage enjoy spa-based vacations.



Fashion & Beauty

Consider themselves fashion-conscious and enjoy staying on trend when it comes to style. They also take care of their appearance.

Gaining both professionally and personally from these communities

Buyer Persona

Community Data

The Ambitious but Unguided are 14.6% more likely to use social media to find likeminded community

The Ambitious but Unguided are 26.4% more likely to buy products/services to access the communities around them

47.1% of the Ambitious but Unguided believe it is important to contribute to their community

Professional Growth

Challenging myself is important

65.1%

Having a positive attitude in my professional journey

79.9%

Being in a community that breeds accountability

"Having accountability when it comes to mindset, planning business goals, as well as meeting like-minded entrepreneurs allows me to see the success of others and why it's possible for us all to succeed!" - Member of Bossbabe

Personal Development

Spirituality, health, and wellness are important to me

54.6%

A judgement free zone where I understand what it means to be a woman

"I love having a safe space to talk about what's on my heart... I love that it's a judgement free zone where we can explore topics on our mind and learn together in the workshops." - Member of Almost30

Journey to Finding Community

Buyer Persona



Awareness

Consideration

Decision

Problem:
I feel underrepresented in corporate America.

Questions:
Is there a community that currently exists?
Do others struggle with the same issues?

Action:
Through Social Media and word of mouth, become aware of the CNYWN

Solution:
I need to find a community that experiences similar issues and can have conversations regarding them.

Questions:
What type of resources are available?
Are there any communities near me that I could benefit from?

Action:
Attend Free/Plaid Networking events/
speaker events for specific communities within the CNY WN

Decision:
I will join one of these communities to connect with like-minded individuals that are career-focused.

Touchpoints:
Local News Outlets, Blogs, Social Media, Google

Action:
Ultimately decided to join the CNYWN, and start benefitting from all the products and events that CNYWN offers

Funny/Entertaining Content as a way to Connect



Instagram

- highest performing platform (23.9% said its their first choice platform)
- 65.2% use instagram to find funny and entertaining content



Facebook

- 19.4% use facebook as their primary social media platform
- video content performs the best
- consumers looking to find entertaining and funny content



TikTok

- 18.6% use TikTok as their primary social media platform
- this platform is used multiple times per day
- consumers are looking for the same funny and entertaining content

CNY Women's network should be using their platforms in different ways to best connect with their audience. Posting interesting content that users can find funny and engage with will perform well.

The Truth

Our Target is
25-45 years old
women of color
in business

They focus on
self-love, and
personal
wellness

They are
looking for a
relatable and
ambitious
community

They enjoy
using social
media like a
search engine

Overall Insight:

The Ambitious but Unguided yearn to be the powerful and confident women that they read about, but need guidance and lack proper diverse role models in the media and their professional lives.

Thank you

————— For your attention



Appendix

GWI Audience

Include

people with

Any

of these attributes

Data points 2/3

OR

Gender » Female

OR

Gender » Other Gender (Select Markets Only)

Add more attributes

AND

OR

Include

people with

At least

1

of these attributes

Data points 4/5

OR

Age (Groups) » 25 to 34

OR

Age (Groups) » 35 to 44

OR

Age (Groups) » 45 to 54

OR

Age (Groups) » 55 to 64

Add more attributes

AND

OR

Include

people with

Any

of these attributes

Data points 3/49

OR

Age (Individual) » 22

OR

Age (Individual) » 23

OR

Age (Individual) » 24

Add more attributes

⊕ Add to this group

AND

OR

Include

people with

Any

of these attributes

Data points 8/9

OR

Ethnicity and Racial Identity (USA Only) » American Indian or Alaska N...

OR

Ethnicity and Racial Identity (USA Only) » Asian

OR

Ethnicity and Racial Identity (USA Only) » Black / African American

OR

Ethnicity and Racial Identity (USA Only) » Mixed Race

OR

Ethnicity and Racial Identity (USA Only) » Native Hawaiian or Other Pacif...

OR

Ethnicity and Racial Identity (USA Only) » Other

OR

Ethnicity and Racial Identity (USA Only) » Prefer Not To Say

OR

Ethnicity and Racial Identity (USA Only) » Hispanic

Add more attributes

AND

OR

Include

people with

Any

of these attributes

Data points 2/57

OR

Attitudes: All 'Describes me' statements » Ambitious

OR

Attitudes: All 'Describes me' statements » Career-focused

Add more attributes

AND

OR

Include

people with

Any

of these attributes

Data points 4/11

OR

Employment Status » Full-time worker

OR

Employment Status » Part-time worker

OR
















Employment Status » Full-time worker with a side venture (Freelancing, ent...

OR

Employment Status » Part-time worker with a side venture (Freelancing, ent...











⊕ Add new group
























⊞ Save audience













<input type="checkbox"/>	Favorite Social Media / Messaging Service Snapchat	 	1%	355.25k	220.9	145	2.8%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service Facebook	 	0.7%	2.44M	152.2	835	19.4%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service Instagram	 	0.7%	3M	153.2	1.06k	23.9%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service LinkedIn	 	0.8%	184.57k	181.5	57	1.5%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service Pinterest	 	1.4%	602.26k	321.6	213	4.8%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service TikTok	 	0.6%	2.33M	140	916	18.6%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service Tumblr	 	1.1%	53.85k	251.8	22	0.4%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service WhatsApp	 	0.1%	610.09k	30.5	202	4.8%	<div><div></div></div>	

















ADV 523



SOURCES





























<input type="checkbox"/>	Named Social Media / Messaging Services Used Instagram Daily	 	0.5%	1.65M	121.9	591	13.1%	<div><div></div></div>			
<input type="checkbox"/>	Named Social Media Services Used Instagram More than once a day	 	0.7%	5.59M	161.1	2.01k	44.4%	<div><div></div></div>			
<input type="checkbox"/>	Personas: Social Media Social Media Scrollers	 	0.5%	564.03k	121.5	219	4.5%	<div><div></div></div>			
<input type="checkbox"/>	Social Media Actions by Platform Instagram Find funny / entertaining content, Follow / find...	 	0.7%	8.21M	149.7	2.97k	65.2%	<div><div></div></div>			
<input type="checkbox"/>	Reasons for Using Social Media Posting about your life (e.g. food, pets, vacations, etc)	 	0.7%	3.94M	163.4	1.44k	31.3%	<div><div></div></div>			





































<input type="checkbox"/>	Social Media Actions by Platform									
<input type="checkbox"/>	TikTok Find funny / entertaining content, Follow / find...	 	0.5%	7.27M	116.9	2.69k	57.8%	<div></div>		
<input type="checkbox"/>	Named Social Media Services Used									
<input type="checkbox"/>	TikTok More than once a day, Daily	 	0.5%	5.38M	108.3	2.01k	42.8%	<div></div>		
<input type="checkbox"/>	Named Social Media / Messaging Services Used									
<input type="checkbox"/>	TikTok More than once a day, Daily	 	0.5%	5.38M	108.3	2.01k	42.8%	<div></div>		
<input type="checkbox"/>	TikTok Features / Actions									
<input type="checkbox"/>	Participated in a trend (e.g. using trending sounds & music)	 	0.5%	1.24M	116.7	485	9.8%	<div></div>		
<input type="checkbox"/>	TikTok Features / Actions									
<input type="checkbox"/>	Liked or commented on videos	 	0.6%	4.77M	126.2	1.78k	37.9%	<div></div>		
<input type="checkbox"/>	TikTok Features / Actions									
<input type="checkbox"/>	Watched a live stream	 	0.5%	3.22M	113.5	1.21k	25.6%	<div></div>		
<input type="checkbox"/>	TikTok Features / Actions									
<input type="checkbox"/>	Used the discover page / searched for something	 	0.5%	2.31M	121.3	888	18.4%	<div></div>		
<input type="checkbox"/>	TikTok Features / Actions									
<input type="checkbox"/>	Participated in a Hashtag Challenge initiated by a brand	 	0.5%	669.35k	112	252	5.3%	<div></div>		
<input type="checkbox"/>	Online Activities in the Last Week: All									
<input type="checkbox"/>	Watched a comedy / meme / viral video Mobile	 	0.7%	3.61M	157.5	1.32k	28.7%	<div></div>		
<input type="checkbox"/>	TikTok Features / Actions									
<input type="checkbox"/>	Followed user or creator accounts	 	0.6%		141.9	1.31k	27.1%	<div></div>		
<input type="checkbox"/>	Online Activities in the Last Week: All									
<input type="checkbox"/>	Watched a vlog / influencer video Mobile	 	0.6%	1.81M	127.5	673	14.4%	<div></div>		





































<input type="checkbox"/>	Named Social Media Services Used Facebook More than once a day, Daily	 	0.7%	7.49M	148	2.63k	59.5%	<div></div>			
<input type="checkbox"/>	Named Social Media / Messaging Services Used Facebook More than once a day, Daily	 	0.7%	7.49M	148	2.63k	59.5%	<div></div>			
<input type="checkbox"/>	Facebook / Facebook Messenger Features / Actions Watched a video	 	0.6%	5.71M	136.5	2.03k	45.4%	<div></div>			
<input type="checkbox"/>	Named Social Media / Messaging Services Used Facebook Messenger Daily	 	0.8%	1.88M	169.4	650	15%	<div></div>			
<input type="checkbox"/>	Social Media Actions by Platform Facebook / Facebook Messenger Find funny / entertaining content, Follow / find...	 	0.6%	9.49M	145.3	3.37k	75.4%	<div></div>			
<input type="checkbox"/>	Named Messaging Services Used Facebook Messenger More than once a day	 	0.7%	2.53M	164.6	930	20.1%	<div></div>			

<input type="checkbox"/>	Favorite Social Media / Messaging Service Snapchat	 	1%	355.25k	220.9	145	2.8%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service Facebook	 	0.7%	2.44M	152.2	835	19.4%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service Instagram	 	0.7%	3M	153.2	1.06k	23.9%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service LinkedIn	 	0.8%	184.57k	181.5	57	1.5%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service Pinterest	 	1.4%	602.26k	321.6	213	4.8%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service TikTok	 	0.6%	2.33M	140	916	18.6%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service Tumblr	 	1.1%	53.85k	251.8	22	0.4%	<div><div></div></div>	
<input type="checkbox"/>	Favorite Social Media / Messaging Service WhatsApp	 	0.1%	610.09k	30.5	202	4.8%	<div><div></div></div>	

<input type="checkbox"/>	Attitudes: Brand Relationships I use loyalty / reward programs	 	0.8%	6.95M	173.1	2.42k	55.2%	<div></div>		
<input type="checkbox"/>	Attitudes: Brand Relationships I use discount codes or coupons	 	0.6%	7.15M	129	2.54k	56.9%	<div></div>		
<input type="checkbox"/>	Attitudes: Brand Relationships I buy products / services to access the community built around them	 	0.4%	1.44M	81.2	522	11.4%	<div></div>		
<input type="checkbox"/>	Brand Discovery Ads seen on mobile or tablet apps	 	0.5%	2.74M	103.4	1k	21.7%	<div></div>		
<input type="checkbox"/>	Brand Discovery Ads seen on social media	 	0.6%	4.58M	128.2	1.67k	36.4%	<div></div>		
<input type="checkbox"/>	Brand Discovery Ads seen on websites	 	0.5%	3.41M	119.4	1.21k	27.1%	<div></div>		
<input type="checkbox"/>	Brand Discovery Brand / product websites	 	0.5%	3.54M	112.5	1.23k	28.1%	<div></div>		
<input type="checkbox"/>	Brand Discovery Word-of-mouth recommendations from friend or family members	 	0.6%	4.49M	127.2	1.55k	35.7%	<div></div>		

<input type="checkbox"/>	Health, Fitness & Beauty Interests Fitness & exercise	 	0.7%	7.11M	153	2.48k	56.5%	<div></div>		
<input type="checkbox"/>	Health, Fitness & Beauty Interests Beauty / cosmetics	 	0.8%	7.14M	190.4	2.55k	56.7%	<div></div>		
<input type="checkbox"/>	Health, Fitness & Beauty Interests Health foods / drinks	 	0.6%	6.94M	131.1	2.46k	55.1%	<div></div>		
<input type="checkbox"/>	Personal Interests Business	 	0.5%	3.63M	111.6	1.28k	28.9%	<div></div>		
<input type="checkbox"/>	Personal Interests Charities / volunteering	 	0.7%	3.74M	162.5	1.29k	29.7%	<div></div>		
<input type="checkbox"/>	Personal Interests Entrepreneurship	 	0.5%	3.35M	115.5	1.22k	26.6%	<div></div>		
<input type="checkbox"/>	Personal Interests Fashion	 	0.8%	6.33M	170.5	2.25k	50.3%	<div></div>		
<input type="checkbox"/>	Personal Interests Fitness & exercise	 	0.7%	7.11M	153	2.48k	56.5%	<div></div>		
<input type="checkbox"/>	Personal Interests Live events (e.g. music festivals)	 	0.8%	6.31M	171.7	2.24k	50.1%	<div></div>		
<input type="checkbox"/>	Ownership vs Access Pay to access a product / service	 	0.4%	3.81M	86.9	1.36k	30.3%	<div></div>		
<input type="checkbox"/>	Attitudes: Values Being successful Important to me	 	0.6%	9.57M	143.6	3.41k	76.1%	<div></div>		
<input type="checkbox"/>	Attitudes: Values Challenging myself Important to me	 	0.7%	8.19M	162	2.94k	65.1%	<div></div>		
<input type="checkbox"/>	Attitudes: Values Contributing to my community Important to me	 	0.7%	5.93M	146.4	2.08k	47.1%	<div></div>		
<input type="checkbox"/>	Attitudes: Values Feeling accepted by others Important to me	 	0.4%	3.34M	86.5	1.2k	26.5%	<div></div>		

<input type="checkbox"/>	Personas: Lifestyle Foodies	 	1.1%	2.57M	253.4	902	20.4%	<div><div></div></div>			
<input type="checkbox"/>	Personas: Lifestyle Online Activists	 	0.7%	1.4M	164.1	496	11.1%	<div><div></div></div>			
<input type="checkbox"/>	Personas: Lifestyle Shopaholics	 	0.6%	516.06k	143	189	4.1%	<div><div></div></div>			
<input type="checkbox"/>	Personas: Lifestyle Socialites	 	0.5%	1.32M	118.9	487	10.5%	<div><div></div></div>			
<input type="checkbox"/>	Personas: Lifestyle Trend-Setters	 	0.6%	886.42k	135.1	321	7%	<div><div></div></div>			
<input type="checkbox"/>	Attitudes: Character Ambitious Describes me	 	1%	9.23M	234.9	3.28k	73.4%	<div><div></div></div>			
<input type="checkbox"/>	Attitudes: Character Career-focused Describes me	 	0.8%	8.68M	184.6	3.1k	69%	<div><div></div></div>			
<input type="checkbox"/>	Attitudes: Character Fashion-conscious Describes me	 	0.6%	4.44M	129.2	1.56k	35.3%	<div><div></div></div>			
<input type="checkbox"/>	Attitudes: Character Health-conscious Describes me	 	0.5%	6.26M	104.1	2.17k	49.7%	<div><div></div></div>			
<input type="checkbox"/>	Attitudes: Character Social / outgoing Describes me	 	0.5%	6.1M	120.6	2.16k	48.4%	<div><div></div></div>			
<input type="checkbox"/>	Personal Interests Eating out	 	0.8%	8.35M	172	2.95k	66.3%	<div><div></div></div>			
<input type="checkbox"/>	Eat out at a restaurant Regulars	 	0.5%	1.61M	116.6	390	13%	<div><div></div></div>			
<input type="checkbox"/>	Online Activities in the Last Week: All Taken a fitness class Mobile	 	0.6%	740.53k	125.8	265	5.9%	<div><div></div></div>			
<input type="checkbox"/>	Attitudes: Values My faith / spirituality Important to me	 	0.6%	6.87M	141.6	2.45k	54.6%	<div><div></div></div>			
<input type="checkbox"/>	Popular Culture & Leisure Interests Fashion	 	0.8%	6.33M	170.5	2.25k	50.3%	<div><div></div></div>			
<input type="checkbox"/>	Attitudes: All 'Describes me' statements Fashion-conscious	 	0.6%	4.44M	129.2	1.56k	35.3%	<div><div></div></div>			
<input type="checkbox"/>	Personas: Social Media Social Fashionista	 	0.9%	650.51k	212.5	233	5.2%	<div><div></div></div>			
<input type="checkbox"/>	All Personas Social Fashionista	 	0.9%	650.51k	212.5	233	5.2%	<div><div></div></div>			

<input type="checkbox"/>	Brand Role in Consumer's Life: Brand Qualities Trendy / cool	 	0.6%	4.62M	129.7	1.16k	37.2%	<div></div>			
<input type="checkbox"/>	Types of Websites and Apps Used (to Q4 2023) Lifestyle and Fashion	 	0.6%	2.39M	126.7	838	19%	<div></div>			
<input type="checkbox"/>	Pinterest Features / Actions Style / clothing / beauty inspiration	 	1.1%	3.45M	250.2	1.29k	27.4%	<div></div>			
<input type="checkbox"/>	Attitudes: Self-Perceptions I take care of my appearance	 	0.7%	8.1M	151.5	2.85k	64.3%	<div></div>			
<input type="checkbox"/>	Attitudes: All 'Describes me' statements I take care of my appearance	 	0.7%	8.1M	151.5	2.85k	64.3%	<div></div>			
<input type="checkbox"/>	All Personas Social Shoppers	 	0.6%	457.05k	137.5	167	3.6%	<div></div>			
<input type="checkbox"/>	Attitudes: All 'Describes me' statements Health-conscious	 	0.5%	6.26M	104.1	2.17k	49.7%	<div></div>			
<input type="checkbox"/>	Personal Interests Health foods / drinks	 	0.6%	6.94M	131.1	2.46k	55.1%	<div></div>			
<input type="checkbox"/>	Podcast Genres* Health & lifestyle	 	0.6%	3.02M	140.2	371	24.3%	<div></div>			
<input type="checkbox"/>	Personal Interests Nutrition	 	0.6%	6.04M	135.3	2.11k	48%	<div></div>			
<input type="checkbox"/>	Health, Fitness & Beauty Interests Nutrition	 	0.6%	6.04M	135.3	2.11k	48%	<div></div>			
<input type="checkbox"/>	Attitudes: All 'Describes me' statements I seek out alternative medicines and therapies	 	0.8%	3.77M	174.7	1.33k	30%	<div></div>			
<input type="checkbox"/>	Attitudes: Self-Perceptions I seek out alternative medicines and therapies	 	0.8%	3.77M	174.7	1.33k	30%	<div></div>			
<input type="checkbox"/>	Types of Websites and Apps Used (to Q4 2023) Health and Fitness	 	0.7%	3.1M	146.4	1.09k	24.7%	<div></div>			
<input type="checkbox"/>	Pinterest Features / Actions Health / fitness inspiration	 	1.2%	2.31M	258.7	858	18.3%	<div></div>			
<input type="checkbox"/>	Attitudes: Self-Perceptions I am comfortable talking about my mental health	 	0.8%	6.89M	172.7	2.46k	54.8%	<div></div>			
<input type="checkbox"/>	Attitudes: All 'Describes me' statements I am comfortable talking about my mental health	 	0.8%	6.89M	172.7	2.46k	54.8%	<div></div>			
<input type="checkbox"/>	Vacation Types Spa / retreat	 	0.9%	6.6M	198.6	2.38k	52.5%	<div></div>			