

SINGLDOUT.COM

Example Persona, Communications Framework, and Ad Creative



Persona 1: Kelsey

Kelsey is a 28 year old Account Manager at an advertising agency. Between wining and dining clients and meeting aggressive deadlines she does not have the bandwidth to spend a lot of time browsing online dating sites for a potential boyfriend. She spends her free time working out at the gym, mostly participating in yoga and core classes. She likes to run and hike and tries to join runs for causes that she cares about. She enjoys grabbing a bite to eat with her girlfriends and checking out new breweries now and then. She will occasionally exchange numbers with a guy that she meets while out on the town, but this hasn't turned out to be the best way to meet a truly compatible mate. She lives with a roommate in a luxury high rise apartment in downtown San Diego and likes to enjoy the amenities on the property and catch up with neighbors in the sunshine or by the fire pit. She also is a dog lover who looks forward to one day owning a dog (and a yard), but for now she is happy to indulge the licks of her roommate's Yorkie named Harvey.

Before

All dating sites are alike.
I don't have time to deal
with any of this!



After

SingldOut is the only site
that can predict Instant
Chemistry. I'll just sit back
and let them work their
magic!

Reasons for interest:

Wait, I don't need to spend time
sifting through profiles?
No more dud dates?
This science sounds cool!

Reasons to believe:

This science makes sense!
This is legit!
SingldOut offers something
unique and valuable.
This service will save me
time!

Current Consumer Behavior:
All online dating sites are alike & I don't have the bandwidth to deal with them.


Desired Response:
SingldOut is the only dating site that can predict Instant Chemistry. I'm going for it!



COMMUNICATIONS FRAMEWORK


	SEM PPC	Twitter Facebook	Pinterest	Google+ Instagram	Blogs StumbleUpon	Google Ads Network (Retargeting)	YouTube
	Awareness for SingldOut		Evaluation of SingldOut		Purchase of SingldOut		
	PPC matches (ie "dating sites for busy people") & targeted ads such as:		Visits to SingldOut Landing Page		Onsite easy checkout		
Creative	<p>We having dating down to a science. Literally.</p> <p>We know the chemistry of chemistry.</p> <p>Don't have time to find your perfect match? We do!</p>		<p>"They're going all the way to your DNA to find your perfect match." (Business Insider)</p> <p>+ other positive reviews on blogs and news sites</p>		<p>Guarantee text</p>		
Media	PPC Text Ads FB ads or promoted posts YouTube videos ads/banners Promoted Tweets Promoted Pins Google Ad Network banners StumbleUpon Paid Discovery		SingldOut Website FB promoted posts (articles) Promoted Tweets Promoted Pins Google AdWord (retargeted) Google Ad Network (retargeted) Youtube ads (retargeted)		SingldOut Website CRM		

Sample Media:



mindbodygreen
23 mins · 🌐

Science accurately predicts "Instant Chemistry"





**The Science of "Butterflies"
Genetic Markers Predict Attraction**

SinglOut has your back when it comes to finding your match. By analyzing genetic markers, you can find out your true...
MINDBODYGREEN.COM

Like · Comment · Share · Buffer

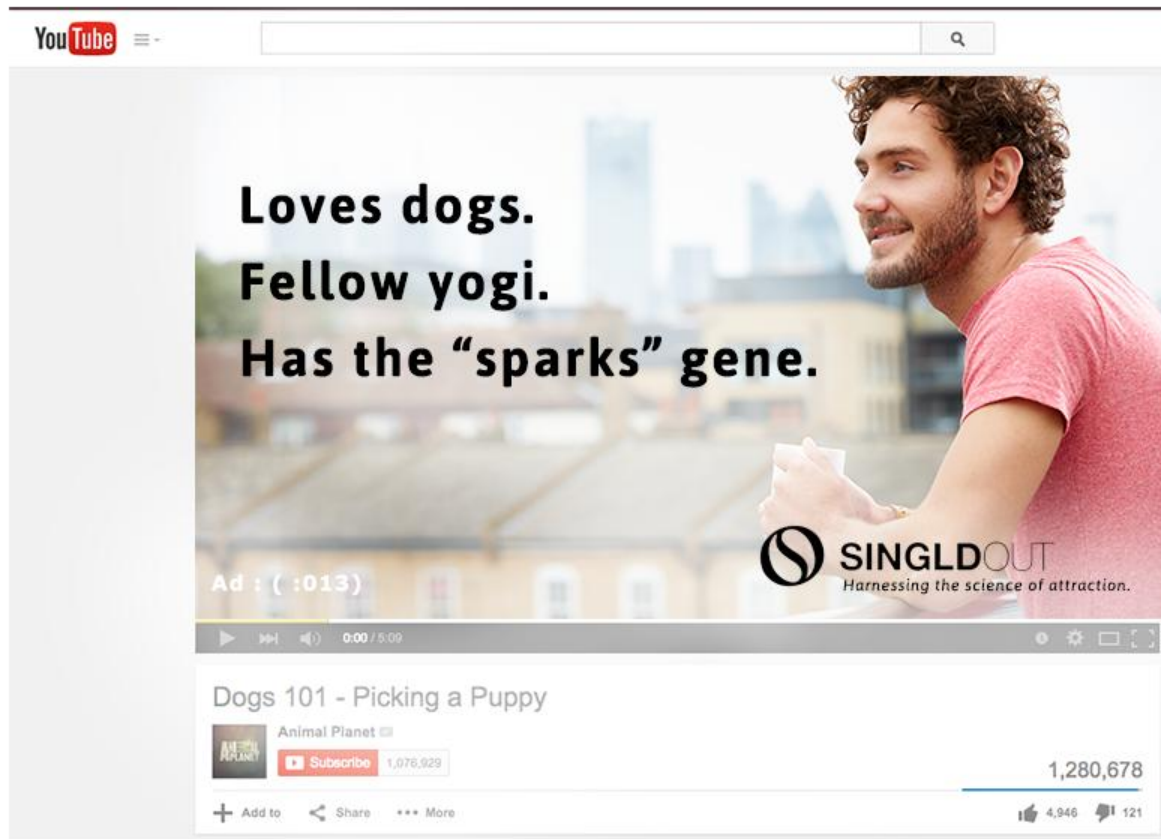
👍 91 people like this. Most Relevant ▾

↪ 45 shares

 Write a comment... 

(Retargeting used to show sponsored post)

Sample Media:



The image shows a YouTube video player interface. At the top left is the YouTube logo. A search bar is located at the top center. The video content features a man with curly hair and a beard, wearing a red t-shirt, looking out over a city skyline. Overlaid on the video is the text: "Loves dogs. Fellow yogi. Has the 'sparks' gene." In the bottom right corner of the video frame is the SingldOut logo and tagline: "SINGLDOUT Harnessing the science of attraction." Below the video frame, the video title "Dogs 101 - Picking a Puppy" is displayed, along with the channel name "Animal Planet" and a "Subscribe" button showing 1,076,929 subscribers. The video has 1,280,678 views, 4,946 likes, and 121 dislikes. The video progress bar shows 0:00 / 5:09.

Loves dogs.
Fellow yogi.
Has the "sparks" gene.

Ad : (:013)

SINGLDOUT
Harnessing the science of attraction.

Dogs 101 - Picking a Puppy

Animal Planet

Subscribe 1,076,929

1,280,678

4,946 121

(retargeted video ad)

Sample Media:



**Nice genes.
Literally.**

We use the science of attraction to predict long term compatibility and instant chemistry. You can't buy that at the mall.

 **SINGLDOUT**
Harnessing the science of attraction.

Google Display Network
(retargeted banner ad)

Research on Millennials (like Kelsey)

- ❑ Millennials (whom we define as between ages 18 to 34 in 2015) are projected to number 75.3 million. (Pew)
- ❑ Only **26 percent** of the millennial adults are married. (PBS)
- ❑ **They review blogs before making a purchase.** 33% of millennials rely mostly on blogs before they make a purchase, compared to fewer than 3% for TV news, magazines and books. Older generations rely more on traditional media, whereas millennials look to social media for an authentic look at what's going on in the world, especially content written by their peers whom they trust. (Forbes)
- ❑ **Video is a critical medium:** Millennials spend 48 percent more time watching online videos than the average Internet user. (CMSWire)
- ❑ **They are using multiple tech devices.** 87% of millennials use between two and three tech devices at least once on a daily basis. 39% are either very or completely likely to purchase a tablet computer in the next five years, while 30% are for wearable devices. (Forbes)

Research on Millennials (continued)

- ▣ **They want to engage with brands on social networks.** 62% of millennials say that if a brand engages with them on social networks, they are more likely to become a loyal customer. They expect brands to not only be on social networks, but to engage them. (Forbes)
- ▣ **They expect brands to give back to society.** 75% said that it's either fairly or very important that a company gives back to society instead of just making a profit. (Forbes)
- ▣ Millennials think the best leaders possess an overarching "sense of purpose." (Deloitte)

Millennials and Online Dating

- The number of US adults searching for that special someone online has more than doubled over the past five years, from 2.7 million in 2009 to **5.6 million in 2014**, according to October 2014 research by GfK MRI.
- Older millennials (24- to 34-year-olds) represented the biggest portion of users, accounting for nearly three in 10. Their younger counterparts (ages 18 to 24) followed, at 22.0%, pushing millennials' portion of online daters to half.

Millennials and Social Media

Facebook's Reach Among Young Adults Is Still Unmatched

% of 18- to 29-year-olds in the United States who have an account on the following platforms



Spring 2014, n=3,058
Source: Harvard Institute of Politics

Conclusion

The Communications Framework presented for the “Kelsey” persona is aligned with how millennials grow to trust brands online, how they research online, as well as with where they spend their time online.



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