

## Persona-based Marketing

Personas are broad fictional profiles of your ideal consumer based on historical data and research. Persona-based marketing utilizes these profiles to tailor content and offerings that drive pre-determined and specific actions and behaviors.

- ▶ Company-directed
- ▶ Company creates and leads the journey
- ▶ Pre-defined funnel
- ▶ Generalized customer
- ▶ Historical data and research
- ▶ Point-in-time data
- ▶ Compassion based

## Person-centered Marketing

Person-centered thinking is rooted in the belief that every individual has the ability to move towards health and wellness when the proper conditions are met. Person-centered marketing is highly individualized to unique behaviors and actions, allowing the consumer to drive what happens next.

- ▶ Consumer-directed
- ▶ Company works to fit into the consumer's journey
- ▶ Iterative journey map
- ▶ Of the moment consumers
- ▶ Real-time data
- ▶ Continual feedback loop
- ▶ Empathy based