

THE PRACTICAL MARKETER

BY SAURABH BAJAJ



Saurabh Bajaj serves as the Executive Vice President of Prepaid Marketing at Vodafone Idea. An esteemed graduate of Delhi College of Engineering and IIM Indore, Saurabh brings over two decades of rich experience in sales and marketing to his role. His impressive career spans several high-profile organizations, including Mondelez India, Diageo India, and Britannia Industries, where he has consistently driven growth and innovation.



Art of Understanding Consumers as 'People'

Consumer Segments





Relationships



Behavior



A day in the life



Understanding the Consumer



Role of the Category

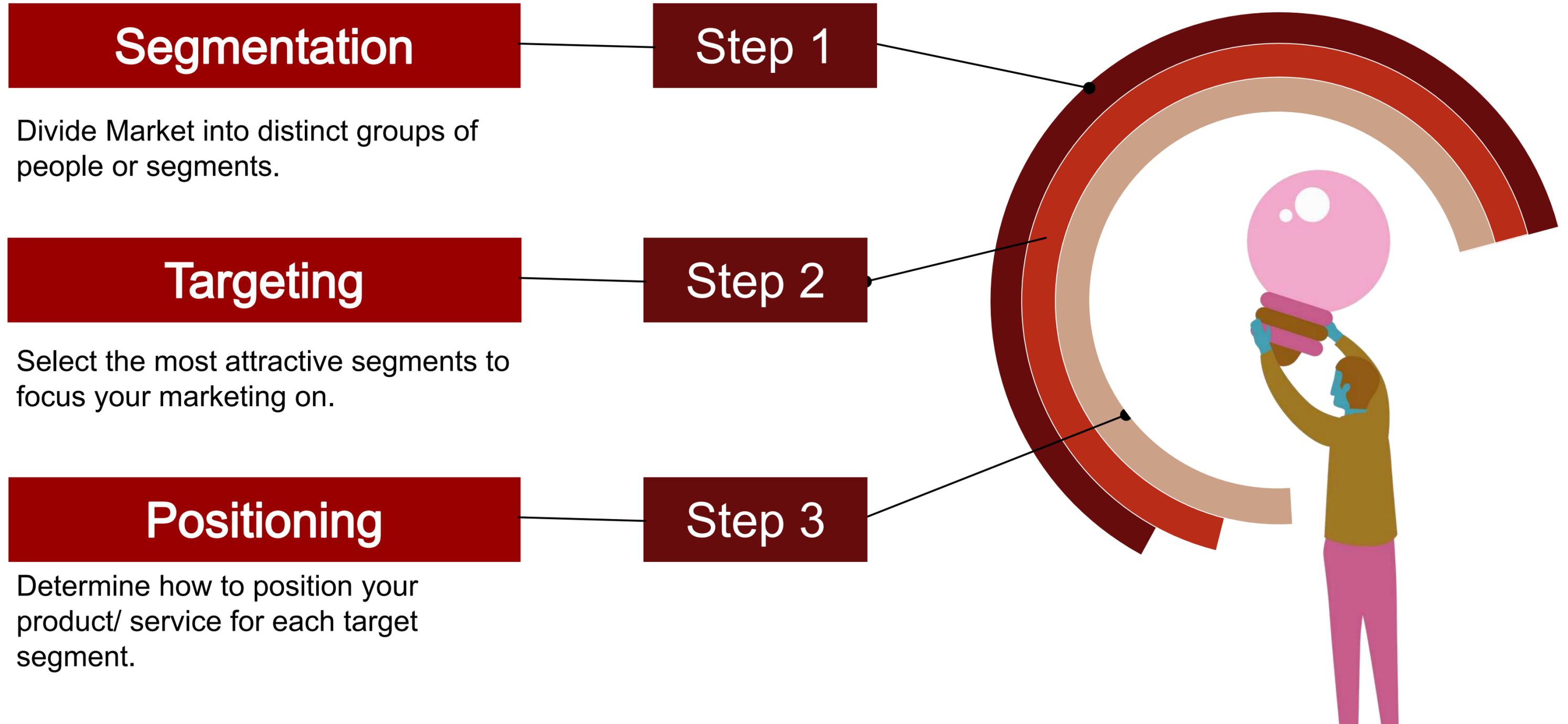


Childhood Memories



Brand Personifications

STP MARKETING MODEL



SEGMENTATION

Basis of Marketing Segmentation

Geographic

- Region
- Climate
- Market Density
- Market Size

Demographic

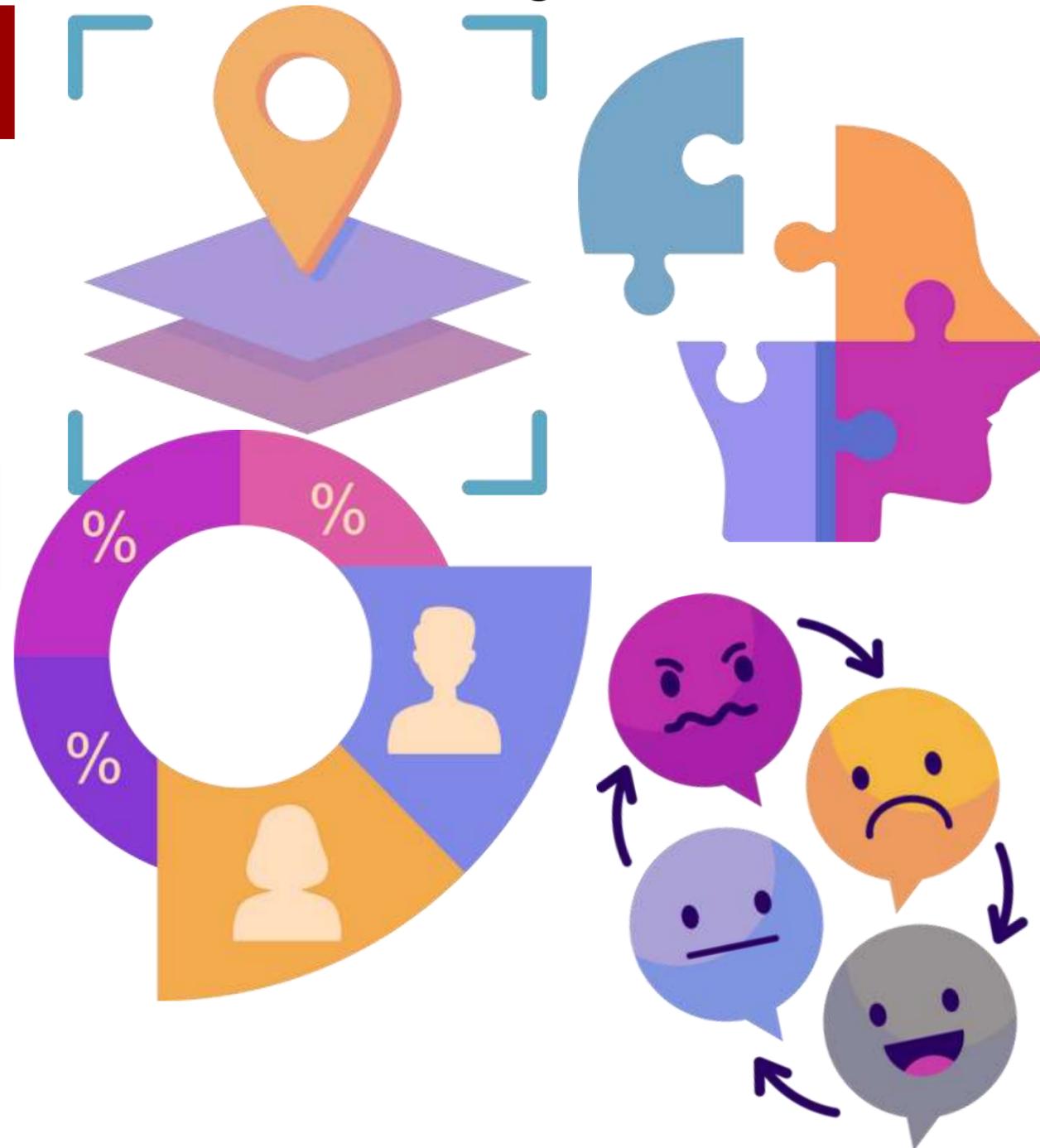
- Age
- Gender
- Income
- Occupation
- Social Class
- Marital Status
- Family Size
- Religion
- Education Level

Psychographic

- Lifestyle
- Personality
- Values
- Beliefs

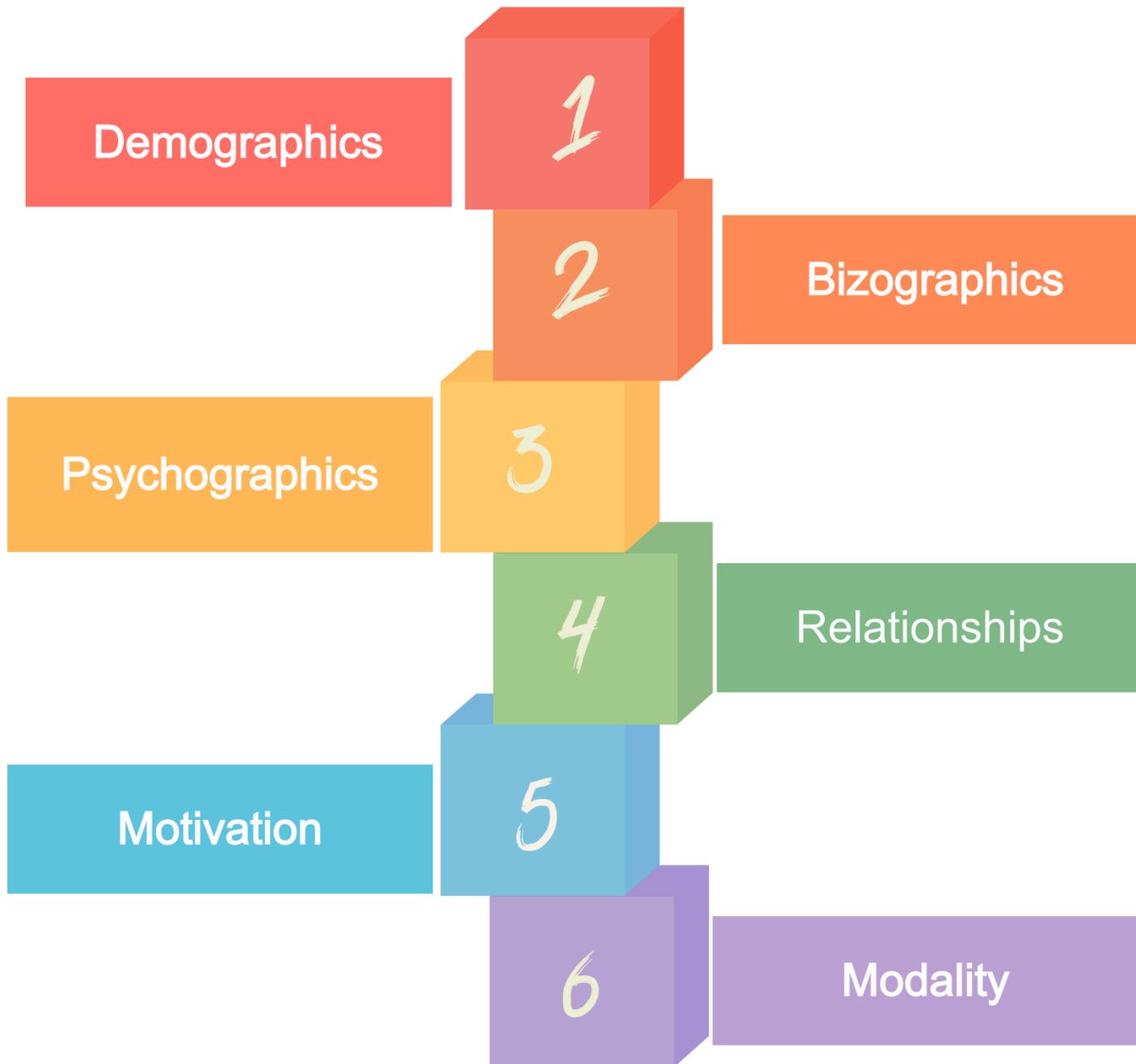
Behavioural

- Occasion
- Benefits
- User Status
- Quantity
- Readiness
- Loyalty Status
- Attitude



BUYER PERSONA

Buyer Persona Building Blocks



Buyer Persona Profile

The profile section features five circular icons of diverse people (three men and two women) and a list of seven profile attributes:

1. Demographics
2. Pain Points
3. Values
4. Research Habits
5. Priorities
6. Identifying Factors
7. Psychographic Characteristics

CONSUMER PORTRAIT



Sample Sally

Demographics:

- Age: 32 years old
- Gender: Female
- Location: Suburban area, USA
- Education: Bachelor's degree in Marketing
- Occupation: Digital Marketing Manager
- Income: \$75,000 per year
- Family Status: Married, no children
- Lifestyle: Active, tech-savvy, and health-conscious

Sally represents a modern, digital-savvy consumer who values efficiency, sustainability, and high-quality products. She is intentional in her purchasing decisions, often conducting thorough research before committing to a brand. Her lifestyle revolves around productivity, wellness, and ethical consumerism, making her a valuable target for brands that align with her values.

Values:

- Efficiency and convenience in daily tasks
- Transparency and authenticity in brands she supports
- Work-life balance and mental well-being
- Sustainability and eco-conscious living
- High-quality products and services that justify their cost
- Personal development and continuous learning

Research Habits:

- Reads online reviews and compares products before purchasing
- Follows trusted influencers and blogs for recommendations
- Uses social media platforms like Instagram and LinkedIn for brand insights
- Relies on YouTube for in-depth product demonstrations
- Prefers brands with well-documented testimonials and case studies
- Often checks Reddit and Quora for real consumer opinions

Pain Points:

- Time management struggles due to a demanding job
- Difficulty maintaining work-life balance
- Overwhelmed by too many choices when shopping online
- Frustration with unreliable customer service experiences
- Concerned about personal health and wellness but lacks time for research
- Prefers sustainable and ethical brands but finds them expensive

Priorities:

- Maximizing productivity in work and personal life
- Finding high-value, durable, and functional products
- Supporting ethical and sustainable brands
- Staying updated with marketing and business trends
- Investing in experiences over material possessions
- Ensuring purchases align with long-term financial goals

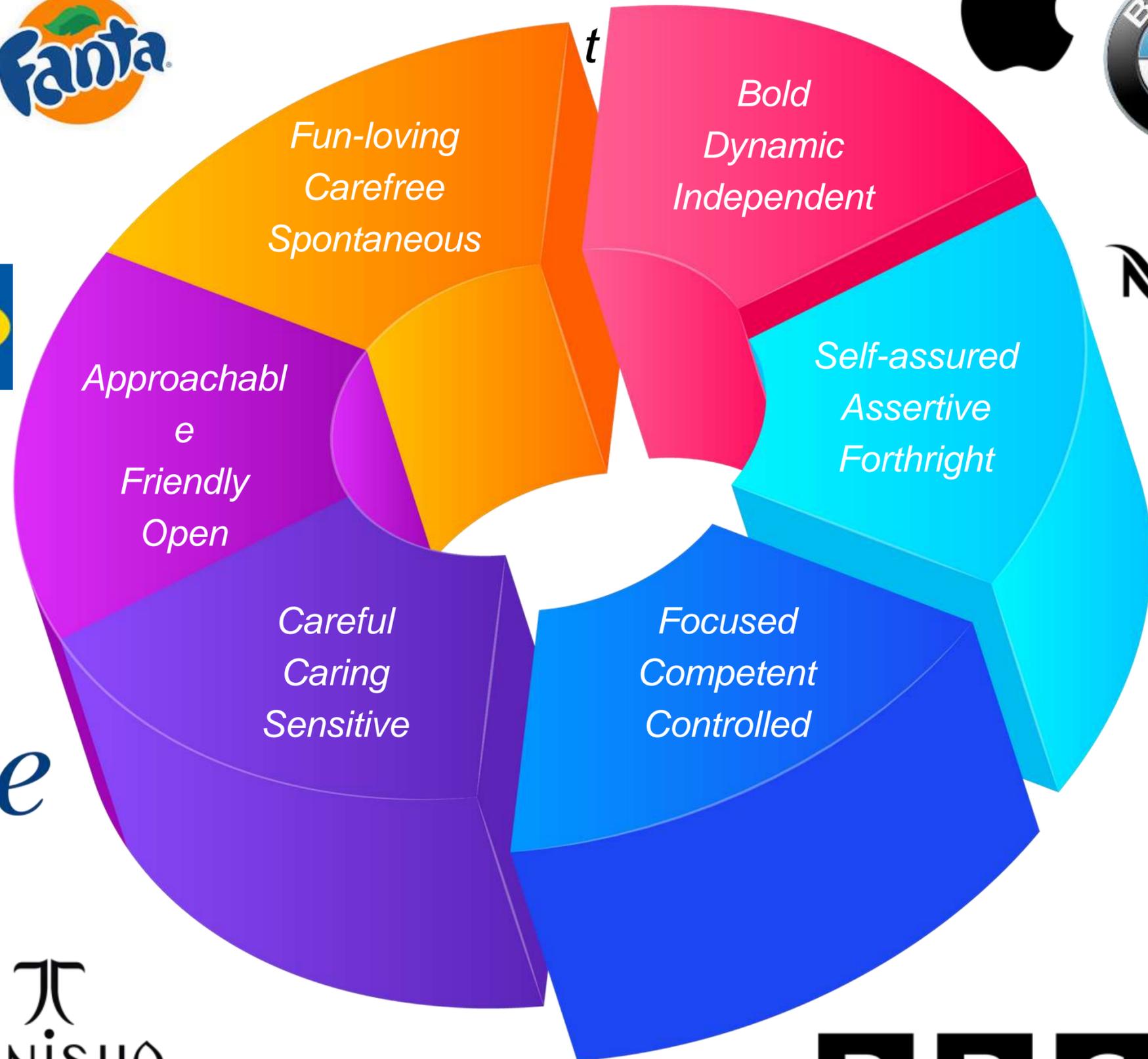
Identifying Factors:

- Often seen with the latest productivity apps and tech gadgets
- Enjoys yoga, meditation, and mindfulness practices
- Prefers organic and locally sourced food
- Shops from brands with strong ethical values
- Travels frequently for both work and leisure
- Actively participates in online forums and marketing communities

Psychographic Characteristics:

- Ambitious and career-driven but seeks balance
- Early adopter of new technology and digital trends
- Appreciates minimalism and mindful living
- Values strong customer relationships and brand loyalty
- Engaged in continuous learning and self-improvement
- Enjoys socializing in professional and personal networks

Extrover



Bold
Dynamic
Independent

Self-assured
Assertive
Forthright

Focused
Competent
Controlled

Fun-loving
Carefree
Spontaneous

Approachabl
e
Friendly
Open

Careful
Caring
Sensitive

We-oriented
Dove



Ego-oriented



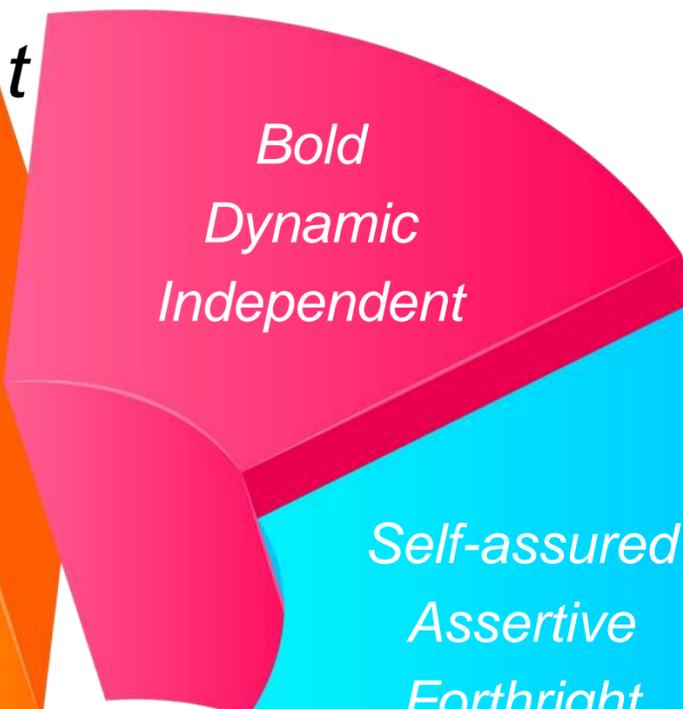
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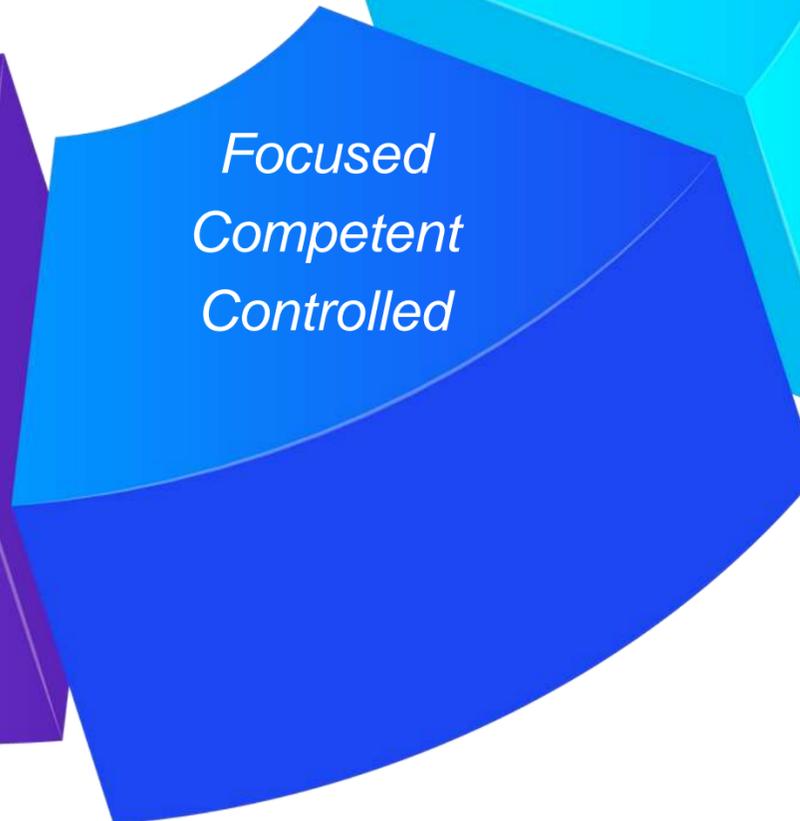
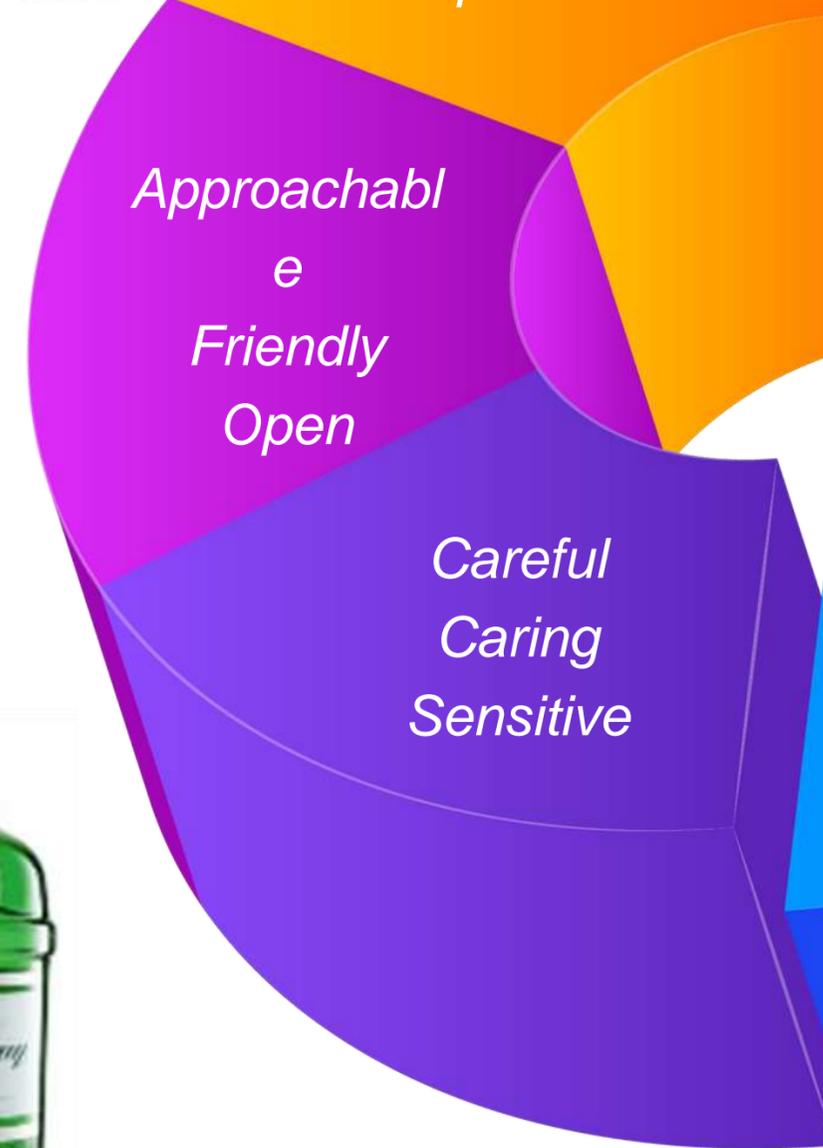
Introver



Extrover



Social

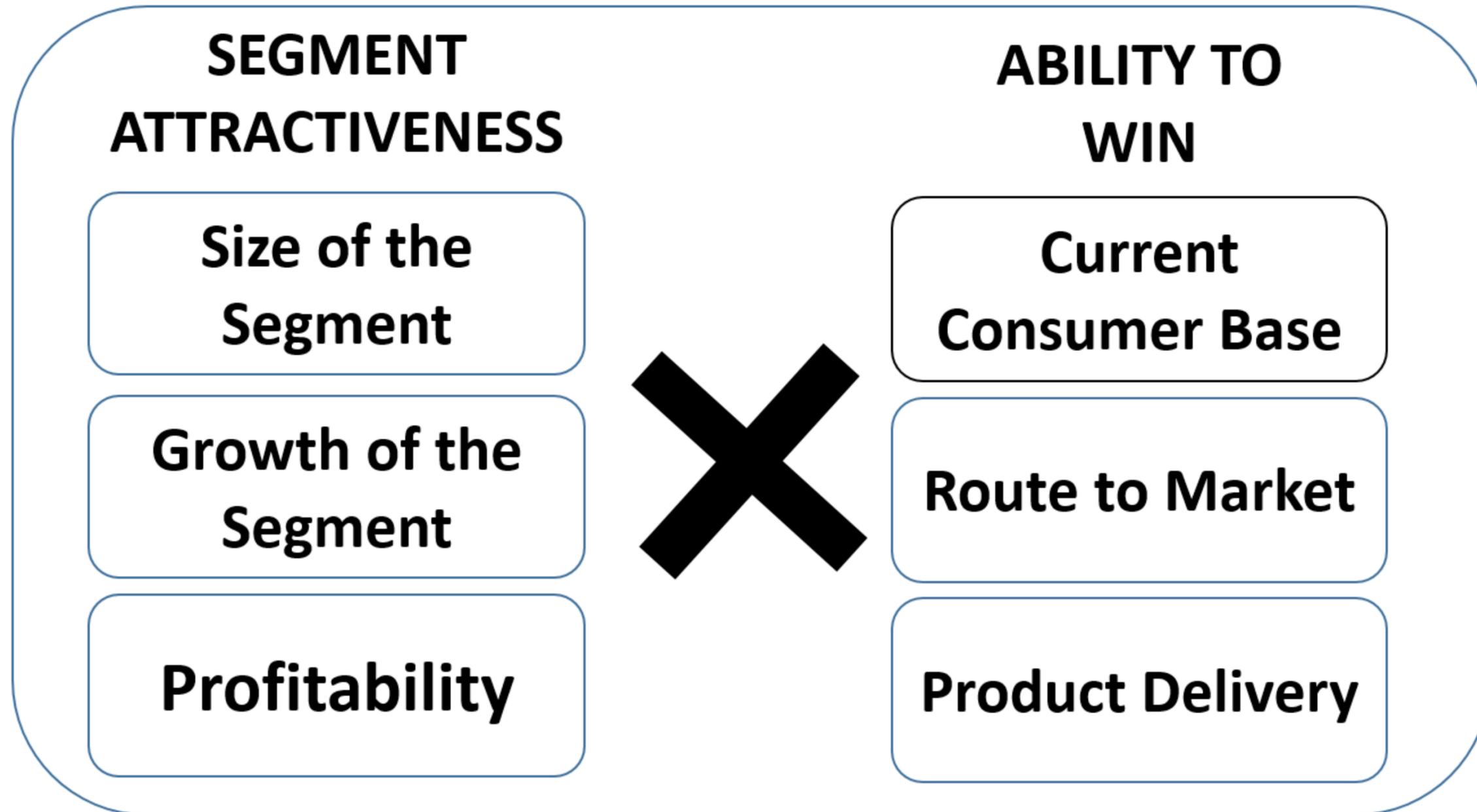


Personal



Introvers

Target Consumer Segment



Thank You !