

BUYER PERSONA SNAPSHOT

For BandQ



www.clickthrough-marketing.com

OVERVIEW

Why This Matters

In today's world, customers expect more than just products or services — they seek value, trust, and alignment with their needs and priorities within a marketplace that supports home improvement, garden care, and DIY projects. Understanding the diverse range of DIY.com shoppers ensures that messaging, product assortment, and services meet the unique motivations and practical needs of both consumers and trade professionals, driving engagement and loyalty. Understanding your buyer personas sharpens focus, aligns messaging, and ensures you deliver exactly what your audience needs, precisely when they need it.

ClickThrough is a performance-led digital agency helping ambitious brands grow faster through AI-powered marketing strategies, journey optimisation, and joined-up channel execution. Our Integrated Digital Strategies drive a 58% uplift in performance within two years, and our Digital Performance Accelerator guarantees ROI through data, testing, and tech alignment.





CORE PERSONA SUMMARY

Strategic insights for better targeting, messaging, and service design.

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Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Growing Homeowner	Mid-30s to 50s homeowners investing in renovations and maintenance to improve property value and comfort.	Need for quality, reliable DIY products and expert advice for home projects.	Product reliability, cost-effectiveness, trusted brands, and guidance.	<i>"Build your dream home with easy-to-use, trusted tools and materials."</i>
Weekend Warrior DIYer	Hobbyist who enjoys DIY projects on weekends for leisure, personal satisfaction, and creativity.	Inspiration for new projects, affordable supplies, and practical tutorials.	Accessibility, variety, community tips, and inspirational content.	<i>"Make your weekend projects fun and rewarding with everything you need."</i>
Professional Tradesperson	Full-time/part-time builders, electricians, plumbers etc., relying on supply efficiency and product range.	Quick access to trade-grade materials, competitive pricing, and bulk options.	Availability, reliability, efficiency, and service level agreements.	<i>"Get the job done right with trade-quality tools and fast delivery."</i>
New Home Movers	Recently moved to a new property focused on urgent fixes, decorating, and settling in quickly.	Fast solutions, easy purchase and delivery, and beginner-friendly products.	Convenience, speed, geared-for-beginners products, and expert support.	<i>"Stress-free essentials to settle your new home in no time."</i>
Garden & Outdoor Enthusiast	Gardeners and outdoor decorators passionate about improving and maintaining outdoor spaces year-round.	Seasonal products, tools for gardening and landscaping, and design ideas.	Product range, seasonal offers, advice, and environmentally friendly options.	<i>"Create your perfect garden space with everything for every season."</i>



CONVERSION INSIGHTS

Tactical detail for campaigns, channel planning, and conversion focus.

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Persona Label	Profile Summary	Needs & Triggers	Buying Drivers / Influencers	Messaging Hooks
Growing Homeowner	Fear of complexity, budget constraints	Website, mobile app, email newsletters, in-store kiosks	Medium-High	High
Weekend Warrior DIYer	Lack of confidence in skills, overwhelmed by choice	Social media, DIY blogs, YouTube tutorials, app	Medium	Medium
Professional Tradesperson	Time sensitivity, price competitiveness, trust	Trade accounts portal, B2B emails, phone support	High	Very High
New Home Movers	Inexperience, confusion on product selection	Website search, quick-buy options, chat support	High	Medium-High
Garden & Outdoor Enthusiast	Seasonal buying patterns, weather-dependent	Social media, seasonal campaigns, email, blog articles	Medium	Medium

WHAT NEXT?

Turn Insight Into Performance

These personas are just the start. The real value comes when they guide your marketing strategy, digital journey, and service innovation — especially when enhanced by AI-enabled personalisation.

Book your strategy session with Rory now — and start turning persona insights into performance gains.

STRATEGY SESSION BOOKING LINK



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*“You've seen the insight.
Let's turn it into action.”*



Rory Tarplee - Digital Strategist



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