

# BUYER PERSONA SNAPSHOT

*For Clickthrough Marketing*



[www.clickthrough-marketing.com](http://www.clickthrough-marketing.com)

# OVERVIEW

## Why This Matters

In today's competitive digital marketing environment, businesses demand more than mere agency services — they expect measurable growth, data-driven strategies, and seamless integration of AI tools that deliver ROI. Understanding your buyer personas sharpens focus, aligns messaging, and ensures you deliver exactly what your audience needs, precisely when they need it.

## About ClickThrough

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
Marketing Director	Senior marketing leader responsible for overall strategy and growth in mid-to-large enterprises.	Demonstrating ROI, integrating AI, cross-channel performance.	Proven performance uplift, ROI guarantee, clear data-driven insights.	<i>"Accelerate growth with AI-powered strategies that guarantee results."</i>
E-commerce Manager	Oversees online sales channel, focused on conversion, customer acquisition & retention.	Improving conversion rates, optimising customer journeys, testing.	Tools for journey optimisation, testing capabilities, integration with existing tech.	<i>"Turn more clicks into customers with precise journey optimisation."</i>
SME Owner / Founder	Entrepreneur running a small or medium business looking to scale efficiently via digital channels.	Cost-effectiveness, scalable strategy, quick wins.	Clear ROI, simplification of complex digital marketing, expert guidance.	<i>"Grow faster with expert strategies designed for your business size."</i>
Digital Marketing Specialist	Hands-on role managing campaigns, optimisations, and reporting within larger marketing teams.	Access to advanced tools, actionable insights, automation.	Data-driven platforms, AI tools for automation, detailed testing and analytics.	<i>"Empower your campaigns with AI and data that drive real impact."</i>
Chief Revenue Officer (CRO)	Executive focused on revenue growth aligning marketing with sales outcomes and broader business KPIs.	Alignment of marketing and sales, visibility of performance impact.	Integrated strategies tying marketing activity directly to revenue growth.	<i>"Unlock 58% faster growth through joined-up marketing and sales efforts."</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
Marketing Director	Concerns over unclear ROI, complexity of AI integration	LinkedIn, industry webinars, in-depth whitepapers	High	<i>Very High</i>
E-commerce Manager	Bandwidth to manage additional tools, risk of disruption	Email newsletters, Facebook Groups, conversion forums	Medium	<i>High</i>
SME Owner / Founder	Limited budget, lack of time/expertise	Google search, straightforward case studies, short videos	High	<i>Medium</i>
Digital Marketing Specialist	Preference for familiar tools, hesitant about new platforms	Twitter, marketing communities, product demos	Medium	<i>Medium</i>
Chief Revenue Officer (CRO)	Needs clear financial justification and predictable ROI	Executive briefings, peer recommendations, CFO networks	Very High	<i>Very High</i>

# 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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