

# BUYER PERSONA SNAPSHOT

*For Clickthrough Marketing*



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

# OVERVIEW

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*Digital. Accelerated.*

## Why This Matters

In today's competitive digital landscape, brands demand more than just marketing services — they seek measurable growth, data-driven insights, and innovative digital strategies that deliver real ROI and performance improvements. Tailoring strategies to distinct decision-makers and business roles helps ensure marketing efforts hit the mark precisely where it matters. 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 focused on strategic growth and ROI across digital channels.	Needs scalable strategies that demonstrate measurable uplifts and integrate AI for smarter campaigns.	Data-driven proof of performance, innovation, scalability, and alignment with wider business goals.	<i>"Drive a 58% performance uplift with AI-powered, integrated campaigns."</i>
Head of eCommerce	Oversees online sales channels, focused on conversion optimisation and customer journey improvements.	Requires agile, omnichannel strategies to increase conversion rates and reduce acquisition costs.	Case studies showing revenue growth, CRO expertise, and seamless tech integrations.	<i>"Maximise your eCommerce ROI with journey-driven optimisation."</i>
CEO of Mid-Sized Business	Decision-maker balancing growth ambitions with limited marketing resources and risk aversion.	Needs clear ROI, trustworthy partners, and digital strategies that align marketing spend with business outcomes.	Clear evidence of ROI, transparent processes, strong client success stories.	<i>"Guarantee ROI and growth with our performance-led partnership."</i>
Digital Marketing Manager	Day-to-day campaign executor looking for tactical channel execution, testing, and optimisation insights.	Wants easy-to-use data insights, real-time testing capabilities, and collaborative agency support.	Tools and tech that simplify decision-making, ongoing optimisation support, and education.	<i>"Gain AI-powered insights and hands-on optimisation support."</i>
SME Business Owner	Owner/operator of a smaller company new to digital marketing looking for affordable, effective solutions.	Needs simple, cost-efficient digital marketing services that show clear, short-term results without excessive complexity.	Budget-friendly, clear communication, quick wins, and trustworthy guidance.	<i>"Affordable digital growth solutions with guaranteed ROI."</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	Skepticism about agency claims, internal buy-in complexity	LinkedIn, industry webinars, executive briefings	High - strategic deadlines	<i>Very High</i>
Head of eCommerce	Concerns about integration disruption, budget constraints	eCommerce forums, digital marketing events, email	Medium-High	<i>High</i>
CEO of Mid-Sized Business	Fear of wasted spend, limited marketing knowledge	Direct contact, referrals, case studies	Medium	<i>Medium-High</i>
Digital Marketing Manager	Overwhelmed by data, prefers practical solutions	Professional networks, digital marketing blogs, agency workshops	Medium	<i>Medium</i>
SME Business Owner	Limited budget and time, wary of complex tech solutions	Social media ads, small business groups, email	Low-Medium	<i>Low-Medium</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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