

# BUYER PERSONA SNAPSHOT

*For Four Seasons Health Care*



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

# OVERVIEW

## Why This Matters

In today's world, customers expect more than just hygiene and cleaning supplies — they seek reliability, compliance with hygiene standards, and tailored services that meet industry-specific demands. For a business like FSHC operating in the hygiene product distribution and service sector, understanding diverse buyer personas helps sharpen focus on the needs of different business types, ensuring they deliver exactly the right solutions and support. 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
Facilities Manager	Oversees hygiene and cleaning procurement for medium to large commercial premises.	Compliance with hygiene regulations, reliable delivery, wide product range, cost efficiency	Recommendations from health & safety officers, vendor reliability, contract terms	<i>"Keep your premises fully compliant and well-stocked with ease."</i>
Health & Safety Officer	Ensures workplace hygiene standards meet legal and company policies.	Products that meet health standards, clear product certifications, robust supplier support	Regulatory compliance, product safety data, audit preparedness	<i>"Ensure health and safety standards with certified hygiene solutions."</i>
Hospitality Manager	Runs hotels, restaurants, or leisure facilities requiring premium hygiene services.	High-quality, guest-friendly hygiene products, dependable service, tailored solutions for hospitality needs	Peer recommendations, brand reputation, product effectiveness and aesthetics	<i>"Deliver spotless experiences your guests expect — effortlessly."</i>
Small Business Owner	Owners of small retail or office spaces managing hygiene on a tight budget.	Affordable, effective cleaning products with simple ordering and quick delivery	Price sensitivity, ease of purchase, product versatility	<i>"Affordable hygiene essentials delivered straight to your door."</i>
Janitorial Service Buyer	Purchases bulk hygiene supplies for cleaning companies or contractors.	Bulk pricing, consistent product availability, variety of consumables and equipment	Volume discounts, streamlined ordering, supplier reliability	<i>"Bulk hygiene supplies to keep your team operational and efficient."</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
Facilities Manager	Budget constraints, long procurement processes	Email newsletters, LinkedIn, industry trade shows	Medium to High	High
Health & Safety Officer	Skepticism on product certifications, complex procurement	Industry publications, compliance seminars, direct calls	High	Medium
Hospitality Manager	Product quality concerns, service reliability	Instagram, hospitality expos, direct sales calls	Medium	Medium to High
Small Business Owner	Cost sensitivity, lack of product knowledge	Google search, Facebook ads, online reviews	Medium	Low to Medium
Janitorial Service Buyer	Doubts about bulk order logistics, price comparison	Trade websites, supplier portals, phone consultation	High	High

# 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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