

BUYER PERSONA SNAPSHOT

For Screwfix



www.clickthrough-marketing.com

OVERVIEW

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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. For a leading trade and DIY supplier like Screwfix, this means providing fast, reliable access to a vast range of quality tools, hardware, and building materials tailored to both professional tradespeople and home improvers. 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
Professional Tradesperson	Skilled tradespeople (electricians, plumbers, builders) relying on high-quality tools & fast supply	Need reliable, durable tools and materials with rapid delivery	Product quality, range, availability, trade discounts	<i>"Get the tools you need, when you need them – trusted by pros."</i>
Home Improvement Enthusiast	DIY homeowners engaged in self-led renovation or repair projects	Simple-to-use products, clear info, affordability	Ease of use, product guidance, competitive pricing	<i>"Make your DIY projects easier with expert guidance and top tools."</i>
Small Business Owner	Builders, contractors, or repair shop owners managing purchase for multiple users/customers	Bulk supply, competitive pricing, flexible delivery	Bulk discounts, account management, trusted supplier performance	<i>"Streamline your supply chain with Screwfix – your business partner."</i>
Maintenance & Facilities Manager	Responsible for upkeep of commercial/residential properties, requiring regular supplies	Consistent product availability, maintenance kits, safety	Reliability, technical specs, fast reorder	<i>"Keep your site running smoothly with dependable supplies."</i>
Weekend Warrior	Casual users who buy tools & materials for occasional use or hobbies	Affordability, convenience, multi-use products	Price, multifunctionality, easy returns	<i>"Tools and gear ready when your weekend project calls."</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
Professional Tradesperson	Price sensitivity despite quality focus, loyalty to certain brands	Mobile app, click & collect, trade counter, phone orders	High	<i>Very High</i>
Home Improvement Enthusiast	Overwhelmed by product choice, unsure about specs	Website, DIY tutorials, social media, in-store	Medium	<i>Medium</i>
Small Business Owner	Perceived complexity of account setup, delivery flexibility	Account portal, phone support, email, bulk order line	High	<i>High</i>
Maintenance & Facilities Manager	Need for technical product data, consistent availability	Website reorder, email alerts, account manager	Medium-High	<i>High</i>
Weekend Warrior	Lack of product knowledge, infrequent purchasing habits	Retail store visits, online browsing, social content	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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