

# Defining Audiences

## Meet Lucia Hernandez

### Current Situation

Lucia is 28 and has worked in customer service for 7 years after graduating with a BS in Business Administration from Regis University. **She is bilingual**, married, and expecting to grow her family in the next five years.

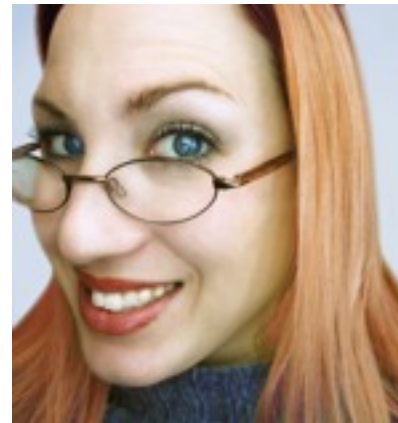
In her current job at Example, Inc., Lucia feels like there is no upward mobility. She is being paid \$11.00 an hour, and gets paid lunch time. Her hours are 9-5. She commutes from Littleton every day into downtown Denver, which takes an hour a day. Although satisfied with the job at Example, Inc., the workplace is crowded and the higher-ups do not notice her **positive attitude** and **work ethic**.

Lucia is looking for another job while working at Example, Inc. Because her job is 9-5, she is **job searching after she gets off from work**. She wants to interview on the weekends or after hours during the week. Lucia especially is interested in a job with medical benefits for her future family and her husband.

### Solution

Lucia Hernandez is bilingual. When she is searching online for a job in Denver, she sees an ad in Spanish that tells her that because she is bilingual, she can make more money.

She clicks on the advertisement, and is presented with a bilingual landing page that alerts her to opportunities at Example, Inc.. She likes that the job is in Littleton, feels that Example, Inc. will appreciate her more than her current job, and is excited about the benefits, **increased pay for her bilingual abilities**, and the positive attitude at Example, Inc..



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## Meet Jim Raymond

### Current Situation

Jim is 37 and has worked as a sales representative for 5 years at Phone Co. He has a high school diploma. He speaks english, is not married, and hopes to get paid more than he did at his past job.

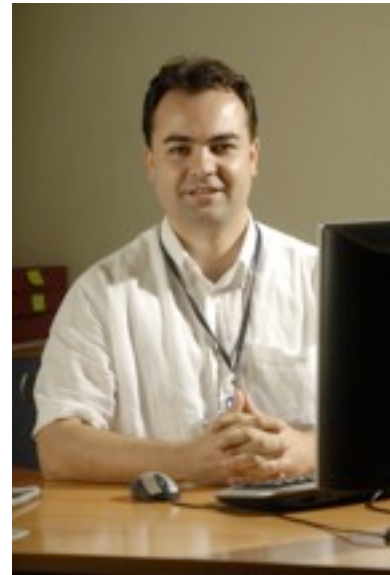
In his previous job at Phone Co., Jim was frustrated with his pay. He was being paid \$10.00 an hour and got commission for every new phone line he activated. His hours were 8-4, but worked longer before the holiday season for extra income. He commuted from Lakewood to Arvada, which took 45 minutes a day. He did not have health benefits or a 401k plan at his job, and had not received a substantial raise for over 3 years. He was **consistently in the top 20** sales representatives at his location at Phone Co. and was well liked by his manager.

**Jim has quit his job** and has enough money saved to be unemployed for a month. He searches for jobs during the day. He wants to interview the same day he finds a job during the week. Jim is **looking for a pay raise**, better commission rates, and health and retirement benefits.

### Solution

Jim Raymond is about the bottom line. When he is searching for a job in Denver, he wants to know that it will pay more for the same amount of work. He also wants to know that because he is a great salesperson, **he can make more money**.

The online advertisement will inform Jim that Example, Inc. is looking for a sales professional, offers benefits, and pays better than his current job. Jim clicks on the advertisement, and is presented with a landing page that describes the opportunities at Example, Inc. that are available. He likes the pay, is excited about the benefits, and is thrilled about the commission possibilities.



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