

**Community Persona Build**



**Name/Tagline:** Josh, The World Traveler

**Demographics:**

Job Title or Other Major Job Responsibilities: Consistent brand ambassador and builder, whose sole responsibility is to represent the brand and grow its loyalty across all forms of social media

Education: High School Diploma Needed

Work Experience: 1-2 years

Other Demographic Info: Personality and drive to succeed are a must. Outgoing nature and willingness to interact with random strangers is vitally important to the success of this role, representing the master brand positively at all times.

**Needs and Goals:**

What are their pain points? Our brand has a slightly negative connotation/reputation in the marketplace with potential consumers, mostly due to past performance issues. In order to alleviate those concerns, and show that our brand is a brand that can fit into our target audience's lives just as our competitors have, Josh is key to representing it on social media.

Josh is a savvy, accessible person and excellent photographer; with a great personality who understands the brand consumer and the doubts that they may have.

As a brand ambassador in person, he represents the brand strongly and gives customers/potential customers the feeling of security. As a brand builder on all forms of social media, he creates loyalty and represents a lifestyle that the brand wants to build itself into.

What needs do they have that are not currently being met? Our brand is doing a poor job of marketing to potential customers in a way that they understand and appreciate. Our brand is doing a poor job of inserting ourselves into the lifestyle of the consumer.

Josh is viewed as a community builder, and excellent representative of the lifestyle we wish to foster our brand as a function of.

Why would they seek community? Just like any successful brand, our members want to view our brand as something that intertwines with their everyday life that they can be passionate about, and that they can defend to others. Josh builds brand loyalty by being the “face” of the community.

Why would they want to be a part of this community? If executed properly, this community will make the target consumer feel like they are a part of something bigger than just themselves - and “at home” with their wireless company, building long-term brand loyalty despite the ever changing landscape and aggressive promotional offers offered by other companies.

Josh will make them feel a part of the community by being a down to earth brand representative, sharing adventure; and encouraging brand growth as a result.

#### **Technical and Communication Patterns:**

Commonly used communication channels: Facebook and Facebook Live, Twitter, Instagram and Instagram Stories, Snapchat, YouTube, Vimeo

Commonly used technology: Laptop, Variety of different cell phones, DSLR Camera (to take pictures of phones themselves)

Other communities they may be a part of: Facebook Groups, Direct Messaging on all platforms, Dating Apps

#### **Roles**

What would their role be in the community? Josh’s role would be to be the face of the community; to contribute to the growth of the community and to engage it socially on a consistent basis, and to ensure brand representation and consistency. Josh would interact with commenters and other members of the community to make them feel at home and a part of something big.

What value would they provide others? As the marketplace changes, people consistently want to feel a part of something when engaging with their favorite brands. Even if it doesn't result in a sale every time (or even half the time), the ROI by having a great community managed properly is indefinite and immeasurable. Josh's role would be to be the face of the community and provide continuous, long-term engagement that would build lasting relationships between consumers and the brand.

### **What Matters Most:**

From the standpoint of Josh: "It is awesome to represent and be the face of a growing brand. I feel that I can truly make a difference and build long-lasting relationships for myself and our team with our audience this way."

From the standpoint of the target audience: "I love Josh's adventures and seeing where he's going next. When he comes to my town, I can't wait to meet him – and of course the potential prize of winning a brand new iPhone doesn't hurt, either!"

### **Reflection Paper**

In a crowded wireless space filled with competition, heavy discounting, and aggressive marketing campaigns using traditional and social media, MetroPCS has done a relatively good job of building out a niche of consumers and gaining market share. However, as their market share as grown, one glaring weakness and potential obstacle to the company's potential future growth could be the brand's lack of social media prowess – or really social media activity, at all.

A quick one-over of their social media shows that MetroPCS has not tweeted in six days as of this writing. MetroPCS's separate Twitter account for customer assistance is pretty good at responding to the concerns of its customers, but relatively speaking, is miles behind all of its competitors, even pre-paid competitors like Cricket Wireless and Boost Mobile.

MetroPCS's Instagram account features a surprising lack of posts, as well. Posts here and there are uploaded with a purple tint (the brand's color); and indirectly promote the brand's deals; but are also generally not effective. MetroPCS's Facebook page went from April 7<sup>th</sup> to May 29<sup>th</sup>

without posting anything. For a brand with 11% market share in the United States, and 18% market share of United States households making under \$50,000 per year (Fluent, 2017), how is this possible? The brand's two primary competitors, Cricket Wireless and Boost Mobile, have far more effective social media techniques and have built brand loyalty in that regard sufficiently over time.

The creation of a well-run, customer and lifestyle focus community on MetroPCS's social media would benefit the brand in many ways. In the short-term, it would undoubtedly build the current customer base's trust, belief, and loyalty to the company. In the long-term, that brand loyalty would pay off with its current primary customer base, as well as potentially expand the primary customer base to compete with and steal from many of the premium carriers, such as Verizon Wireless, AT&T, and T-Mobile.

Think about it – if a brand is doing this well and gaining this much market share without tapping into the growing social communities and tremendous audience thereof, what could the ceiling for MetroPCS eventually be?

In the crowded wireless space, branding isn't just solely about phones, plans, unlimited data, or any of the flashy marketing techniques seen on television. It's about building a relationship with your consumers; and a confidence within them that they're a part of something. Whether it be a network that will be reliable for them no matter where they travel to, or a brand that will make them feel a part of a large community, that brand can build long-term loyalty in an industry where customers don't have to be loyal.

Two prominent examples of excellent branding by wireless companies include T-Mobile's current CEO, John Legere, who has built up a massive following on social media sharing cooking videos, and marketing T-Mobile as the "uncarrier". T-Mobile has been widely cited in trade publications as affecting the wireless industry to such an extent that companies such as Verizon and AT&T were forced to bring back their discontinued unlimited data plans.

T-Mobile customers also have become a cult in a way, enjoying "T-Mobile Tuesdays", a customer appreciation day where customers enjoy discounts or free services just for being a T-Mobile customer. The passion and brand loyalty that T-Mobile customers have built is undoubtedly impressive, and much of it was through social, 21<sup>st</sup> century marketing. It is notable that MetroPCS is a division of T-Mobile, but has not made these same investments with a face of the company.

Another great example in the wireless space of marketing that built a long-term relationship with consumers, albeit in a different way, was Verizon Wireless's "Can you hear me now?" campaign of the early 2000s. This campaign, which featured an actor simply going around to various settings and saying "Can you hear me now?" featured television and radio commercials, billboards, and even print marketing. It was a staple of building Verizon Wireless's long-time reputation of having the best and most reliable network in the United States.

Through traditional advertising techniques, it is apparent that MetroPCS's current primary mission is to get customers to sign up for their unlimited data plans. Their unlimited plans are only \$60 per month, offer unlimited data, talk, and text; and they offer several free non-premium phones to new customers as an incentive. Their secondary mission is to build confidence in the

brand by showing off their extensive coverage of 99% of people in the United States, on par with market leaders Verizon and AT&T.

Through techniques accentuating MetroPCS's two primary messages from both a lifestyle and sales point of view, I strongly believe that a significant social media ROI would be achieved; as well as a significant, sizable expansion of the company's short and long term goals. Without a doubt, it is an investment that the company currently has not made while being successful, but is also one that would reap both short and long term benefits.

My plan to start building MetroPCS into a strong lifestyle and social media brand would focus on four main points.

The first of these would be to implement Josh (persona #1 from above) as the face of the brand, similar to how Legere is the face of T-Mobile. Josh would travel around the country in an SUV painted with MetroPCS's flagship purple color and logos, and be a true "common man" representative of the brand, focused on being a regular guy, a "man of the people", so to speak. He would implement the brand's two main messages through lifestyle content that isn't an obvious advertisement on different channels, such as Facebook, Facebook Live videos, Instagram and Instagram stories, Twitter, and Snapchat.

We would build Josh's persona and persona brand within the master brand as someone who could be coming to your city to give away free iPhones and Samsung Galaxy S9s, along with a year of service, at a moment's notice as he travels across America. Additionally, once per month, he would surprise one existing MetroPCS customer at their home with a \$100,000 check as thanks for being a customer.

We would encourage our current followers to follow Josh's adventures through all of our social media channels and offer sustainable, exciting promotions around his visits to cities, integrating existing stores and existing customer experiences into his following. While the main hook with Josh would be promotional, he would also take time to show both the unlimited data capabilities and the strength of the MetroPCS network, our two main marketing messages.

Unlimited data would be focused on by showing Josh's experiences with consumers themselves. After a family of four wins iPhones and a year of service in Dubuque, Iowa; he would post photos and video content with the family holding up their new phones – while letting customers know that “Just hooked up the Smith Family in Iowa with 4 new iPhones and a year of service... and you, too, can join them on America's best unlimited network, MetroPCS. Find out how now at [metropcs.com](http://metropcs.com)”. The giveaway itself could be done on Facebook Live, Snapchat, and Instagram stories; photo content could be shared on all social media, and video content.

The second phase of my plan would be to integrate simple lifestyle images into all of MetroPCS's social channels. These images would be of ordinary, average, everyday people, and could be simple stock images of people at the beach, people working out and being active – even fishing or surfing. These images would be captioned creatively (for example, on Wednesday, post #WorkOutWednesday with the pictures of a group of people working out), and NOT directly marketing anything to the end consumer. The simple purpose of these lifestyle images would be nothing but building brand loyalty, and a genuine social community that people feel that they can be a part of.

The third phase of my plan would be to have 24/7 customer service available via social media, on all 3 major platforms – Twitter, Instagram, and Facebook. We could potentially build more personas directly around the customer service plan, but this is a unique strength that MetroPCS could offer as a brand that would build short and long term brand loyalty.

Fourth, since T-Mobile is the owner of MetroPCS's brand and trademarks, we would institute our brand of "T-Mobile Tuesdays" as "Metro Mondays" to give away great deals from partners, and promotions consistently on our social media.

## **The Social Code**

### **Creation story**

MetroPCS's beginnings were definitely very humble as opposed to its current marketplace footprint. MetroPCS started in 1994 under the name General Wireless, and then expanded, primarily as a regional carrier focused on low-income, metropolitan areas. The company had experienced limited growth until merging with T-Mobile in 2012, where it became the company's flagship "prepaid brand", similar to how Cricket Wireless is for AT&T. The brand's mission has always been to provide wireless for less, and that inspiration remains true today.

### **Creed**

MetroPCS believes in wireless for all. This means the least expensive unlimited data, talk, and text deal in the entire marketplace. MetroPCS also believes in having other, value plans for consumers that will not use their devices heavily. MetroPCS also believes in giving free, non-premium phones to the newest consumers in order to earn their business. MetroPCS believes in being inclusive to all customers.

### **Icons**

MetroPCS's main icon is the purple color and white on purple logo. The company remains consistent through everything in this color scheme both in-store and through social channels. When it comes to wireless, we want to reinforce the purple and white logo scheme as recognizable for MetroPCS.

### **Rituals**

MetroPCS, under my plan, would celebrate new customers, our unlimited plans, and Metro Mondays via all social media channels. Currently, MetroPCS is not doing any of these things or instituting any real rituals via their social channels.

### **Lexicon**

MetroPCS currently has no noticeable lexicons that people in the community understand uniquely. As part of my plan, we would possibly come up with a hashtag such as “#JoshAroundAmerica” that people would only understand if they are part of the community.

### **Nonbelievers**

MetroPCS would never want to be viewed as a brand that is exclusive or non-inviting. We would never want to be the “big guys” like Verizon and AT&T. We would want to be the brand for the common, everyday American; which we would reinforce through all of our marketing strategies on social media.

### **Leader**

MetroPCS, through its social marketing, would want to show and demonstrate that they are the mobile carrier recreating the world of unlimited wireless for everyone. Through slogans, the social media marketing described above, and brand evolution, we would want to focus on the message that if you want the most affordable, reliable unlimited wireless on the market – we would deliver it to you better than anyone else can.