



Nikon

PERSONA DEVELOPMENT REPORT

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SOCIAL MEDIA MARKETING

JMC-4970-005

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SPRING 2017

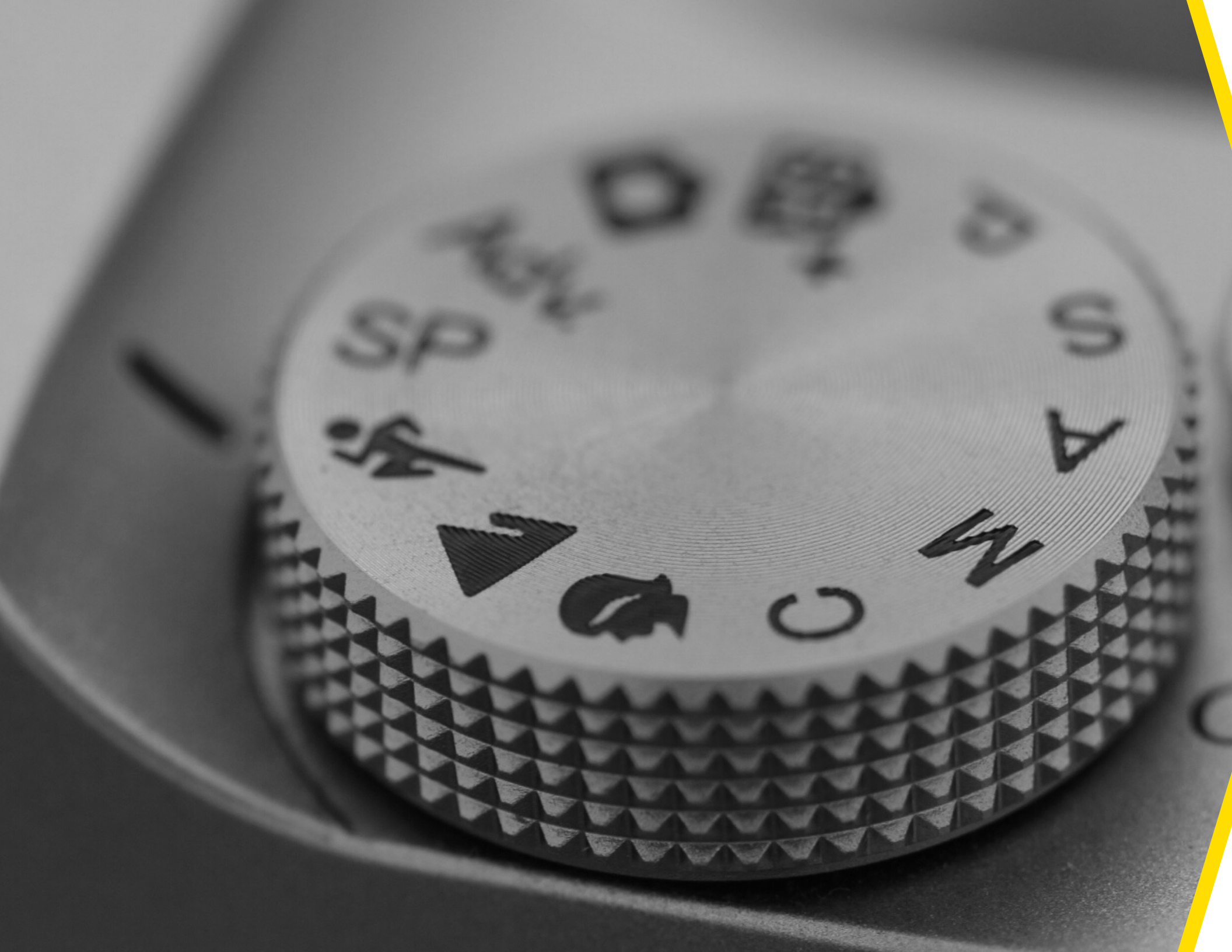


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EXECUTIVE SUMMARY

Established in Tokyo, Japan, in 1917, Nikon is now a worldwide company that specializes in imaging technology, most notably cameras. With 50 group companies in the Americas, Europe, and Asia, Nikon's foreign markets accounted for 80 percent of its sales.

PRODUCTS

Nikon produces binoculars, microscopes, telescopes and cameras. Its camera market is immense, often cited as the direct completion of Canon, Fujifilm, and Sony. Nikon offers a wide variety of camera models, ranging from small, pocket-sized digital cameras to expensive, sophisticated digital SLRs. With such variety of products from which to choose, anyone can find a camera suited to their tastes, lifestyle, and budget with Nikon.

SOCIAL MEDIA

Nikon is heavily present in social media. Its Facebook page has 12,203,106 total likes as of Feb. 20, 2016. Its NikonUSA Twitter account currently holds over 202,000 followers and over 7,000 tweets. On Instagram, NikonUSA has over 382,000 followers. Over 28,000 Youtubers subscribe to NikonUSA's channel. Nikon is currently winning all social media battles over Canon, except on YouTube, where Canon is victorious with over 105,000 channel subscribers. Despite having a big presence on traditional social media platforms, Nikon does not have a presence on Snapchat, Tumblr or Pinterest.

Nikon utilizes interactive content on all of its social media pages. On Facebook, users can register for classes, participate in a "My Nikon World" photo challenge, and are encouraged to return often to check on Nikon's tip of the day. On Twitter, Nikon participates in conversations with a 48 percent engagement rate. With Instagram, and on Facebook, Nikon publishes photos taken by its camera users, thus bringing a human element to its strategy.

SNAPBRIDGE

Recognizing that people want to upload content to social media right away, Nikon recently debuted its new sharing app, called SnapBridge. SnapBridge allows users to send images from their camera (on new cameras, like the D3400, Bluetooth is built in but older ones may require an adapter) to their phone or tablet to be uploaded by them instantly to social media.

RESEARCH METHODOLOGY

For this assignment, I began looking at my brand, Nikon, and its history. I then looked at its social media platforms to begin to determine its target audiences. I first started with Facebook, because of the quantity of information found there. I looked at Nikon's statuses and media. In addition, I looked at people who commented on the media posts. I would choose a few commenters, examine their profiles to see what kind of users they are, what sort of demographics and psychographics they fit into, and to see what kind of content they produced. I also looked for Nikon users in photography groups to which I belong.

I repeated this process for Twitter and Instagram. On Twitter, I looked to see who was following Nikon and who was retweeting its tweets or responding to them. On Instagram, I looked at commenters and likers of Nikon's photos. I followed hashtags that pertain to Nikon, like certain camera models. Finally, I looked at personal blogs of people who review Nikon cameras or demonstrate certain photography techniques using a Nikon camera.

When developing my personas, I wanted to observe them in action. Using some of the information I acquired from looking at Nikon's social media pages, I based my personas on people I actually know that fit well into the target audiences. I observed them for several days in their digital habitat, making note of the content they produced and how they interacted with others. I was able to develop a clear image of what some of their pain points and motivations are. In this way, I feel that my personas are very credible and would be of utmost use to anyone wishing to craft a social media campaign.

CONCLUSION

Nikon is a global brand that gives photographers many different product options, with small, simple cameras all the way up to sophisticated digital SLR cameras. With a huge following on traditional Facebook, Twitter and Instagram, Nikon outdoes its competitors on social media. Services like Snapbridge that allow users instantaneously to upload pictures to social media and its renowned products will help Nikon maintain its place in the competitive camera market.





PRIMARY AND SECONDARY AUDIENCE ANALYSIS

PRIMARY

- 30-55 years old
- Middle class
- Male and female, with slightly more male
- Relies on photography for income

SECONDARY

- 18-30
- Middle class
- Amateur photographers or people who do it as a hobby

Because Nikon offers a wide variety of products, it's target audiences are equally wide, serving both professionals and amateurs alike. Many professional photographers rely solely on their skills for work, so having a high-quality camera is essential. These professionals make enough money to afford the more advanced products. As such, they fall into the primary target audience. The secondary target audience contains the people who do photography on the side or as a hobby. They don't have the funds to spend on sophisticated cameras, so they stick to entry level products. Both audiences are in the middle class since individuals of this economic background can afford Nikon cameras.

RELATIONSHIP BETWEEN PERSONAS & NIKON

OPTIMAL PRIMARY TARGET AUDIENCE

Personas:

Seasoned Professional

Visual Entrepreneur

Rising Star

**PERSONAS WITH NEED
NIKON PRODUCTS CAN
SATISFY**

OPTIMAL SECONDARY TARGET AUDIENCE

Personas:

Action Seeker

Creative Amateur

**PERSONAS WITH ENOUGH
MONEY TO AFFORD
NIKON PRODUCTS**

**PERSONAS INTERESTED
IN LEARNING ABOUT
NIKON PRODUCTS**





PERSONAS

OPTIMAL PRIMARY TARGET AUDIENCE

SEASONED PROFESSIONAL

“I have worked as a pro for many years now. Photography is my life! My photos have been featured in National Geographic, Travel and Leisure and Time. My skills and techniques are professional. I look for different places to place my pictures – online and off”

MOTIVATIONS

- Must support self and spouse
- Willing to spend some money on a quality camera
- Always looking for places to showcase photos

PAIN POINTS

- Must maintain up-to-date equipment
- Certain cameras and lenses are breakable
- It's difficult to keep up with the cutting edge

SOCIAL MEDIA HABITS

- Posts new pictures to Facebook at least twice daily
- Posts new pictures Instagram twice daily
- Not big on Twitter or Pinterest
- Writes a photo blog to share techniques with amateurs and beginners

Client: Nikon
Name: Floyd
Type: Revered Expert
Role: Freelance Photographer
Technographics Profile: Creator
Favorite Product: Nikon D7

GOALS

- To find new work in different places
- To provide for himself and spouse
- To become a household name in photography
- To sell photos

BEHAVIORS

- Digital omnivore
- Reads magazines, articles over latest in photography industry
- Photo editor
- Loves spending time with spouse on days off





VISUAL ENTREPRENEUR

“I love to help people capture life’s big moments with my pictures. Whether it’s in my studio or outdoor, I enjoy each opportunity I get to share someone’s life with them.”

MOTIVATIONS

- Must have quality equipment to ensure business
- Only goes with trusted brand
- Does research on different products to find the best fit
- Looks for quality

PAIN POINTS

- Equipment that doesn’t perform as it should is useless.
- Can’t tolerate products that aren’t user-friendly
- Name brand lenses are always expensive

SOCIAL MEDIA HABITS

- Posts customer portraits to Facebook three times
- Posts customer portraits to Instagram three times weekly
- Reaches out to customers and talks with them on all platforms daily
- Doesn’t really use Twitter since majority of customers do not
- Reads photography blogs once a week and posts one once a week
- Logs into Pinterest at least three times a day to find new photography tips and techniques

Client: Nikon
Name: Kristen
Type: Photo Architect
Role: Life Event Photographer
Technographic Profile: Creator
Favorite Product: Nikon D750

GOALS

- To continue business
- To acquire new customers
- To keep current customers
- To spread word about business

BEHAVIORS

- Digital omnivore
- Pinterest-obsessed
- Instagram Scroller
- Photo Editor
- Commenting and replying to comments

RISING STAR

“There’s nothing like being there for that winning touchdown, or that last-second basket. It’s even better to get the right shot to shows to suspense in the atmosphere. It’s how I bring the game to my readers- traditionally and digitally.”

MOTIVATIONS

- Needs to support self.
- Needs to provide readers with visual content
- Pays attention to what other journalists and photographers are saying
- Must have quick camera

PAIN POINTS

- My last camera was not quick enough
- The camera I had before that was difficult to use
- There are so many options, how will I know which one is right?

SOCIAL MEDIA HABITS

- Live-Tweets major sporting events
- Tweets photos and stories at least once a day
- Posts game up-dates every day on Facebook
- Snapchats story up-dates
- Posts photos to Instagram after each sporting event
- Gleans sports memes from Tumblr

Client: Nikon
Name: Derek
Type: Hot Shot
Role: Sports Journalist
Technographics Profile: Conversationalist
Favorite Product: Nikon D5300

GOALS

- Report games and sports events accurately
- Provide readers with amazing, interactive content
- Please current readers
- Attract new readers through online and offline media

BEHAVIORS

- Digital omnivore
- Reads major sports publications online
- Twitter-holic
- Snapchat savvy
- Sports meme aficionado





PERSONAS

OPTIMAL SECONDARY TARGET AUDIENCE

ACTION SEEKER

“I love my job, but sometimes it can be boring! In my free time, I have to get out there and surf, mountain climb, and sky dive. Why only experience the thrill once when I can do it over and over again and share it with my bros?”

MOTIVATIONS

- Adrenaline junky
- Loves a little danger
- Likes to re-live experiences
- Needs something more durable than a cell phone
- Has to show friends how sweet the waves are or how intense his last base jump was

PAIN POINTS

- I can't have anything big or hard to use.
- I could go anywhere on any given adventure and I need something that will fit
- I can't have anything as flimsy as a cell phone

SOCIAL MEDIA HABITS

- Updates Snap story every four or five hours
- Tweets at least twice a day
- Posts a picture to Instagram about once a week
- Uploads pictures and shares statuses on Facebook twice a week
- Does not use Pinterest

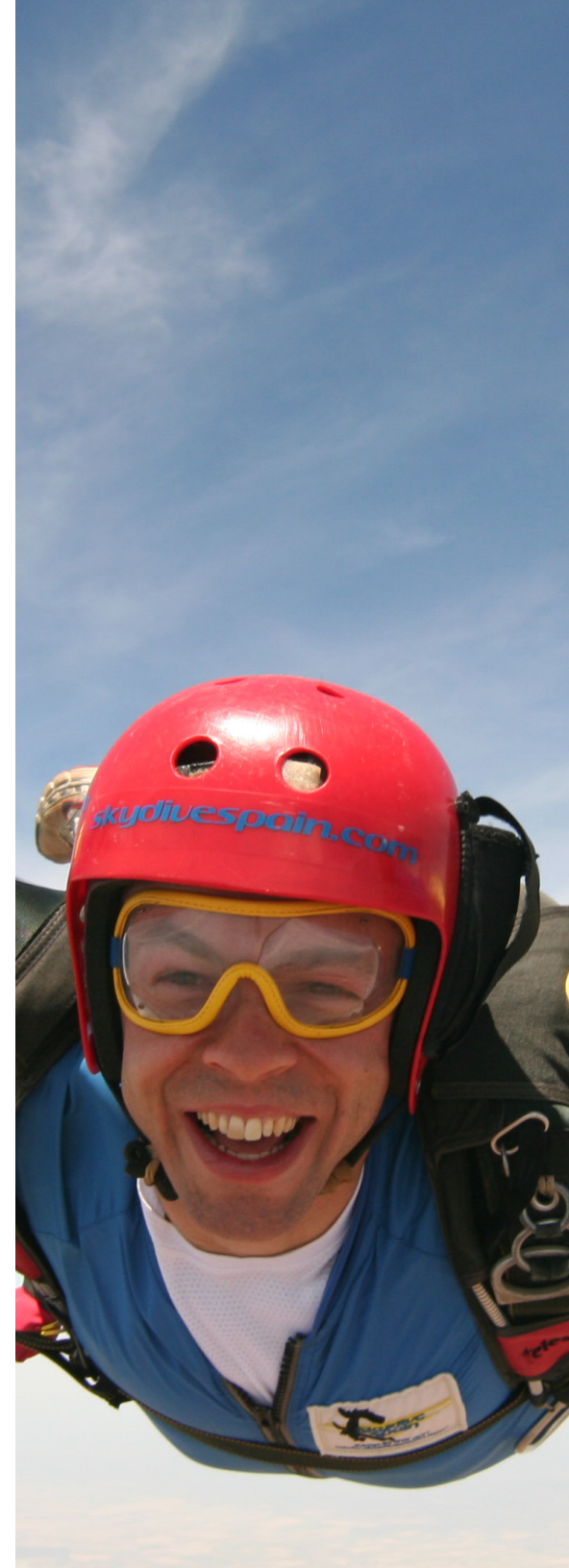
Client: Nikon
Name: Brian
Type: Rookie
Role: Lawyer
Technographics Profile: Joiner
Favorite Product: Nikon KeyMission 170 HD

GOALS

- Be promoted to partner at firm
- Live an action-packed lifestyle
- Adventure!
- Show the world his daredevil activities

BEHAVIORS

- Digital omnivore
- Watches YouTube videos
- Reads travel magazines
- Mountain climbing, mountain biking, surfing, base jumping, motocross
- Chilling with bros at the bar or at home
- Link clicker





CREATIVE AMATEUR

“I want to do more photography and learn more about it. It’s difficult to have hobby in college. My Instagram would look great with some pictures taken with a great camera. I could use it for school too.”

MOTIVATIONS

- Must get that degree
- Has so much creative energy
- Enrolled in a photography class

PAIN POINTS

- I have the money for a decent camera, but nothing super fancy or special.
- I will only use something that is easy to use
- I can only buy a camera with a lens in a bundle

SOCIAL MEDIA HABITS

- Thumbs through Pinterest and Tumblr four times a day
- Posts occasionally to Facebook, less than twice a week
- Posts pictures to Instagram three times a week
- Snapchats best friends three times a day
- Scrolls through Reddit once or twice a week

Client: Nikon
Name: Whitney
Type: Go-Getter
Role: College Student
Technographics Profile: Joiner
Favorite Product: Nikon D3400

GOALS

- To earn a 4.0 GPA this semester
- To get a marketing internship this summer
- To receive a raise at her waitressing job
- To express self through photography

BEHAVIORS

- Success-driven
- Pinterest-crafter
- Tumblr user
- Meme collector
- Digital omnivore

PERSONA COMMONALITIES

All personas are digital omnivores that consume content from multiple sources and are involved on Facebook at the least. The younger personas use Twitter, Snapchat and Tumblr. The older personas are not big on Twitter, but use Instagram and Pinterest. They all utilize these platforms to share their pictures and post their stories or to find inspiration or new techniques to try in their photography.

When it comes to lifestyle, the personas are all middle class, though each one is at a varying stage in life. The Seasoned Professional and the Visual Entrepreneur are in the latter and middle parts of their careers respectively. They rely on their skills to make money and to support themselves and their families. The Rising Star is a few years into his career and uses photos in the written content he produces as a sports journalist. The Action Seeker just started his career. He can afford Nikon products, but is not a super serious photographer. Finally, the Creative Amateur is in college and working toward a career. She has spending money from her job as a waitress. She can afford a basic camera, but nothing like the Seasoned Professional.





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