

Created by: Madelyn Woodson

Persona

Persona: Jessica Twister

- Jessica, 28, from Manchester, New Hampshire
- Nurse
- In a relationship, no children, no pets
- Lives in a rental with partner
- Works the night shift at the hospital

Section 1: Demographics

Age: 25-34 (similar web)

Gender: Skews female (55% female) (similar web)

Salary/household income: 67% of eBook readers annual income over \$50,000. Print readers 63%. (PRH)

Location: suburbs of New Hampshire (most literate state at 88.5% literacy rate according to wise voter) Lives in Manchester little bit of both worlds city and suburb.

Education: 64% of eBook buyers are educated to degree level, and 61% of print buyers

Learn about books: eBook through friend recommendation and print through in store display (PRH)

Section 2: Identifiers

What are their interests? They are mostly consuming adult fiction with a young adult sub-genre.

Ebooks are more popular than print in buyers under 45 – 60% ebooks (PRH) (authornews PRH)

What are their goals (how would they define happiness)? Read and buy the books they are interested in.

What challenges do they face? Work-Life-Reading balance

What roadblocks keep them from achieving their goals and how can you help them achieve their goals? Finding time in the craziness of life to read a book, and we can help by making the process of choosing a book easier.

Section 3: Media/Distribution

How can we reach them? Tik Tok has become increasingly popular with the influence of the “influencer” on readers. Readers trust other readers (Hootsuite). Also, important to look at places that sell bookish themed merchandise (a lot of small businesses) -> Pinterest angle.

What kind of media do they use? PRH has the most traffic on Twitter – 30% (Similarweb)

Social Media platforms (nontraditional) – Pinterest is second most traffic at 29% (Similarweb) appears to be used as a structured reading list platform, curated reading.

Do they have a smart phone? What apps are downloaded on their phone? Yes, they are using socials, and eBook apps such as Kindle, Nook, Google Play Books.

What words, phrases resonate with this audience? Booktok, reading, booklover, binge reader, etc.

What kinds of images resonate? Would they click on a video? Bookish images, usually fantasy worlds they can escape to and characters they can understand. (Bubblecow) With the use of TikTok, video has become the new book review.

Influencers: Find at least two “influencers” that you think they would listen to. Who do they trust? @ezeekat aka Jaysen Headley and @aymansbooks aka Ayman Chaudrhary (adimesaved)

Where do they currently shop/go to the most? Find 3 businesses: Amazon, Barnes & Noble, Books-a-million (Zippia)

Analysis:

Jessica Twister, a 28-year-old woman, is a nurse who works the night shift at the Elliot Hospital in Manchester, New Hampshire where she resides. Jessica has an income of \$70,000 per year, which helps her afford her lifestyle. Jessica is an avid reader and spends her off-time reading whatever she can, but mostly adult fantasy. Jessica has an iPhone and finds reading an eBook is more convenient than reading a paper book. She tends to use the kindle app on her phone and purchases her books through Amazon. She also uses apps such as TikTok, Pinterest and Instagram to find new books to read, and keep up with all the popular bookish news. Her favorite booktok influencer is Jaysen Headley who matches her interest of books, and is drawn toward similar genres such as fantasy, science fiction and romance. She has seen Headley do reviews on Penguin Random House PR packages, and on their recently published books. Jessica was talking to a fellow nurse who told her about Penguin Random House’s curated Pinterest page that makes reading into a journey. Jessica usually has a hard time finding spare time to read with her demanding lifestyle but finds that the convenience of being able to read in an eBook format, and with the wealth of book recommendations, that the process of reading a book and enjoying are less stressful. Jessica also enjoys that despite the fact she doesn’t have the time to join something such as a book club, the social media presence/community she finds more than makes up for that. Using social media platforms such as TikTok and Twitter allows her to easily communicate about the books she has an interest in and discuss them with others who feel the same.

1. Most popular age range is 25-34
(<https://www.similarweb.com/website/penguinrandomhouse.com/#demographics>)
2. Almost 50-50 male female – female is a little bit ahead by 10%
(<https://www.similarweb.com/website/penguinrandomhouse.com/#demographics>)
3. PRH’s study - <https://authornews.penguinrandomhouse.com/persona-a-refreshed-way-to-reach-todays-readers/>
4. <https://bubblecow.com/blog/popular-book-genre> Genres
5. Ebooks are more popular than print especially in buyers under 45 (60% compared to 55%) (<https://authornews.penguinrandomhouse.com/trends-in-consumer-book-buying-infographic/>)
6. Booktok (<https://blog.hootsuite.com/booktok/>)
7. <https://www.pinterest.com/penguinrandom/>

8. <https://wisevoter.com/state-rankings/literacy-rate-by-state/#:~:text=New%20Hampshire%20has%20the%20highest,literacy%20rate%2C%20at%2087.2%25>. Literacy rates
9. <https://adimesaved.com/are-you-on-book-tok-top-10-most-popular-book-tok-influencers-accounts> Influencers
10. <https://www.zippia.com/advice/largest-bookstores/> popular bookstores

Jessica:

