

A HALLGATÓ NYOMÁBAN

KOMMUNIKÁCIÓS PROFILOZÁSI PRAKTIKÁK

A HALLGATÓK MEGISMERÉSÉHEZ

Stift Viktória

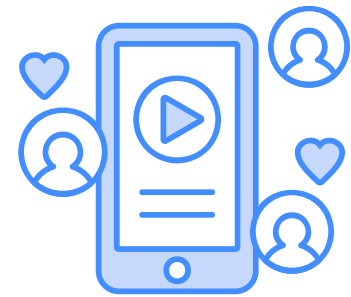
Nemzetközi kommunikáció és alumni csoportvezető

Bertalan Zsófia

Erasmus+ kommunikációs csoportvezető



MINDENNEK ELŐTT...



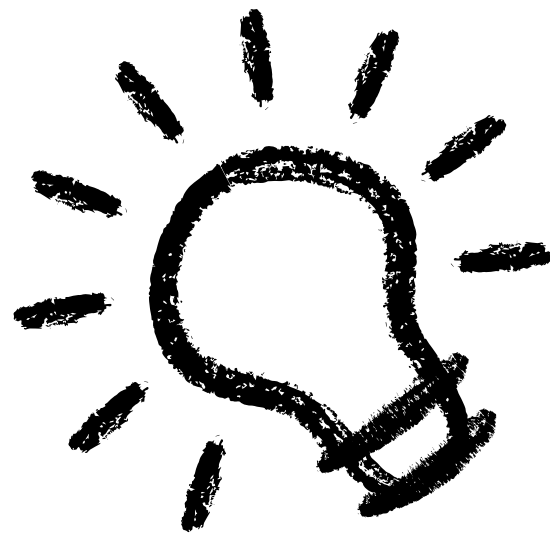
Tartalomgyártás - Gen Z



Célcsoport profilozása

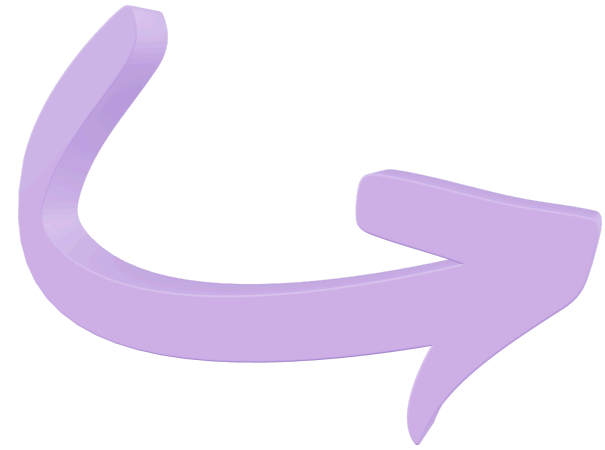


PROFILOZÁS?



Ahhoz, hogy bármi
meggyőző erővel
bírjon,
ismernünk kell a
célcsoport működését.

NÉZZÜNK ÁLTALÁNOS PÉLDÁKAT!



**SZÜLŐ - GYERMEK
KAPCSOLAT**



PSZICHOLÓGIA



**VALLATÁS /
TÚSZTÁRGYALÁSOK**



EGYETEMI CÉLCSOPORTOK

Potenciális hallgatók/érdeklődők

Jelenlegi hallgatók köre

Alumni közösség



CÉLCSOPORTON BELÜLI SZEGMENTÁCIÓ

1

Továbbtanulni vágyók, oktatási
börzétet aktívan látogatók,
információt keresők

2

Beilleszkedés támogatása,
tájékoztatás további lehetőségekről,
egyetemi csatornák használata

3

Szakmai kapcsolatrendszer
kialakítása, karrierépítés <->
gazdasági, kulturális, tudományos,
akadémiai kapcsolatok, alumni
nagykövetek

BUYER PERSONA

Mit takar a fogalom?

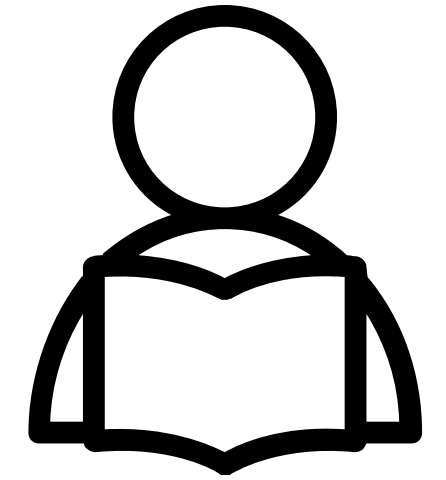
"A buyer persona (vásárlói személyiség) a célcsoportod ideális vevőjét reprezentáló fiktív, ám valós adatokon alapuló személy leírása. Ügyfélkarakter."

Nem egyenlő a célcsoporttal.
Hanem a célcsoportnak egy beazonosítható képviselője, tehát konkrét „személy”, aki rendelkezik egyéb, pontosabb tulajdonságokkal is.

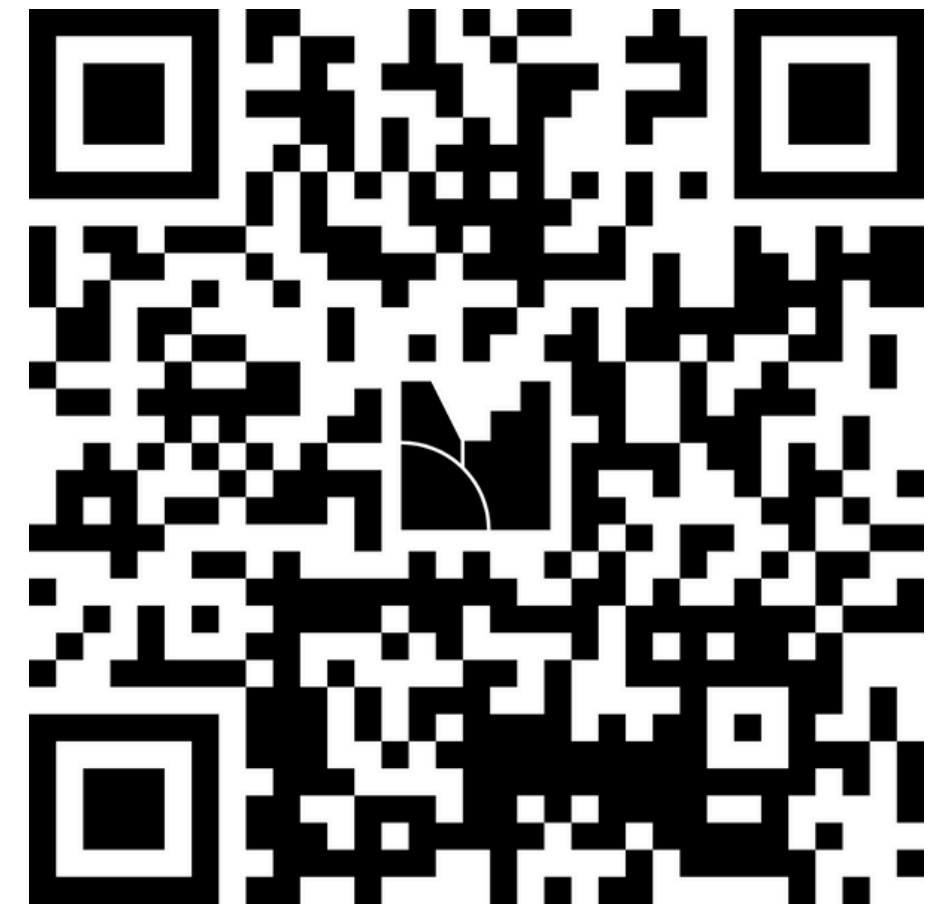
Negatív buyer persona: segít a marketingerőforrások hatékonyabb allokálásában azáltal, hogy kizárja az irreleváns célcsoportokat, és a marketingtevékenységeket a legígéretesebb vevőkre irányítja.

Konkrét személyiség típusban kell gondolkoznunk, mely jellemzői összefoglalják a célcsoport sajátosságait és személyiségét, melyre az üzenetet szabjuk.

MILYEN TULAJDONSÁGOKAT, JELLEMZŐKET ÉRDEMES FIGYELEMBE VENNİ A BUYER PERSONA ÉPÍTÉSÉNÉL?



MENTI.COM: 2740 9886



BUYER PERSONA ÉPÍTÉS

KÜLÖNBÖZŐ MEGKÖZELÍTÉSI MÓDSZEREK

HAGYOMÁNYOS



**Joshua
Stevens**

Background

Job? Career path? Family? Lifestyle?
Spending habits?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Demographics

Age? Income? Location? Gender identity?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals/Metrics/Motivations

Primary/secondary goals? Personal vs
professional goals? Top metrics they track?
Motivations?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Communication/Schedule

Device preferences? Preferred
communication style (email vs call vs Slack
vs Zoom vs Loom...)? Working hours?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Personality Traits

Introvert vs extrovert? Straight shooter or
wants time to analyze and question?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Sales Buyer Persona

BUYER PERSONA ÉPÍTÉS

KÜLÖNBÖZŐ MEGKÖZELÍTÉSI MÓDSZEREK

HAGYOMÁNYOS



**Joshua
Stevens**

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

What can we do?

...to help our persona achieve their goals?
...to help our persona overcome their challenges?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Common Objections

Why wouldn't they buy your product/service?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Elevator Pitch/Bumper Sticker

Sell your persona on your solution - in a sentence or a few words!

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Sales Buyer Persona

Real Quotes

About goals, challenges, etc.

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

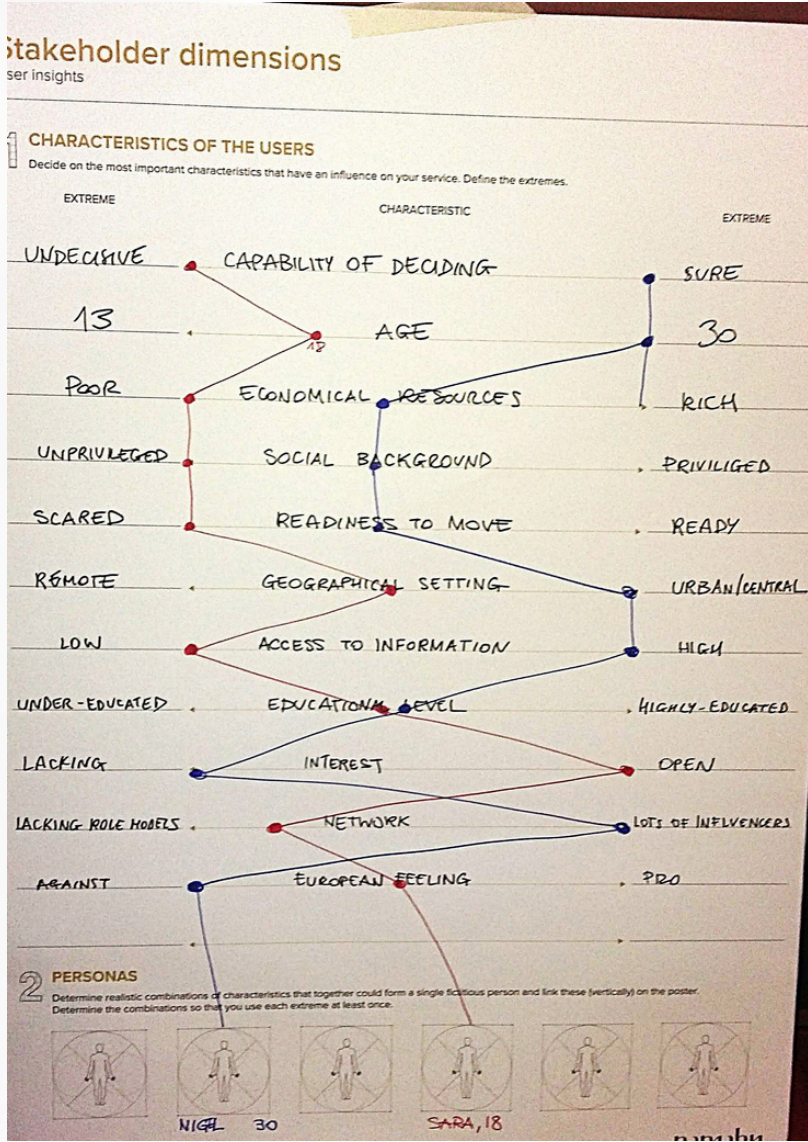
Marketing Messaging

How can you describe your solution to have the biggest impact on your persona? What resonates most with your persona?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

BUYER PERSONA ÉPÍTÉS

KÜLÖNBÖZŐ
MEGKÖZELÍTÉSI
MÓDSZEREK



TULAJDONSÁGOK

1 CHARACTERISTICS OF THE USERS

Decide on the most important characteristics that have an influence on your service. Define the extremes.

EXTREME

CHARACTERISTIC

EXTREME

EXTREME	CHARACTERISTIC	EXTREME

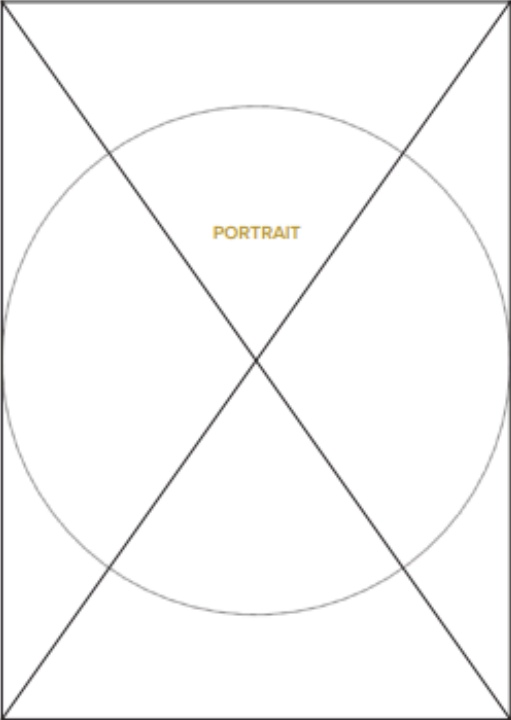
2 PERSONAS

Determine realistic combinations of characteristics that together could form a single fictitious person and link these (vertically) on the poster.
Determine the combinations so that you use each extreme at least once.

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BUYER PERSONA ÉPÍTÉS

KARAKTERLAP



PORTRAIT

CONTEXT & BACKGROUND

Describe who your persona is in the context of the product or service use: occupation, environment, typical activities, stress situations, ... Add other information such as demographics or hobbies if pertinent. Limit yourself to information that is relevant to the project.

QUOTE

Write down a quote that summarizes the attitude and feeling of your persona towards the product or service.

EXPERIENCE

OBJECTIVES

What are his/her immediate and long-term objectives, both rational as well as emotional?

EXPERIENCE CURVE

♥ What can make your persona happy when using the product or service?

LINE OF WELL-BEING

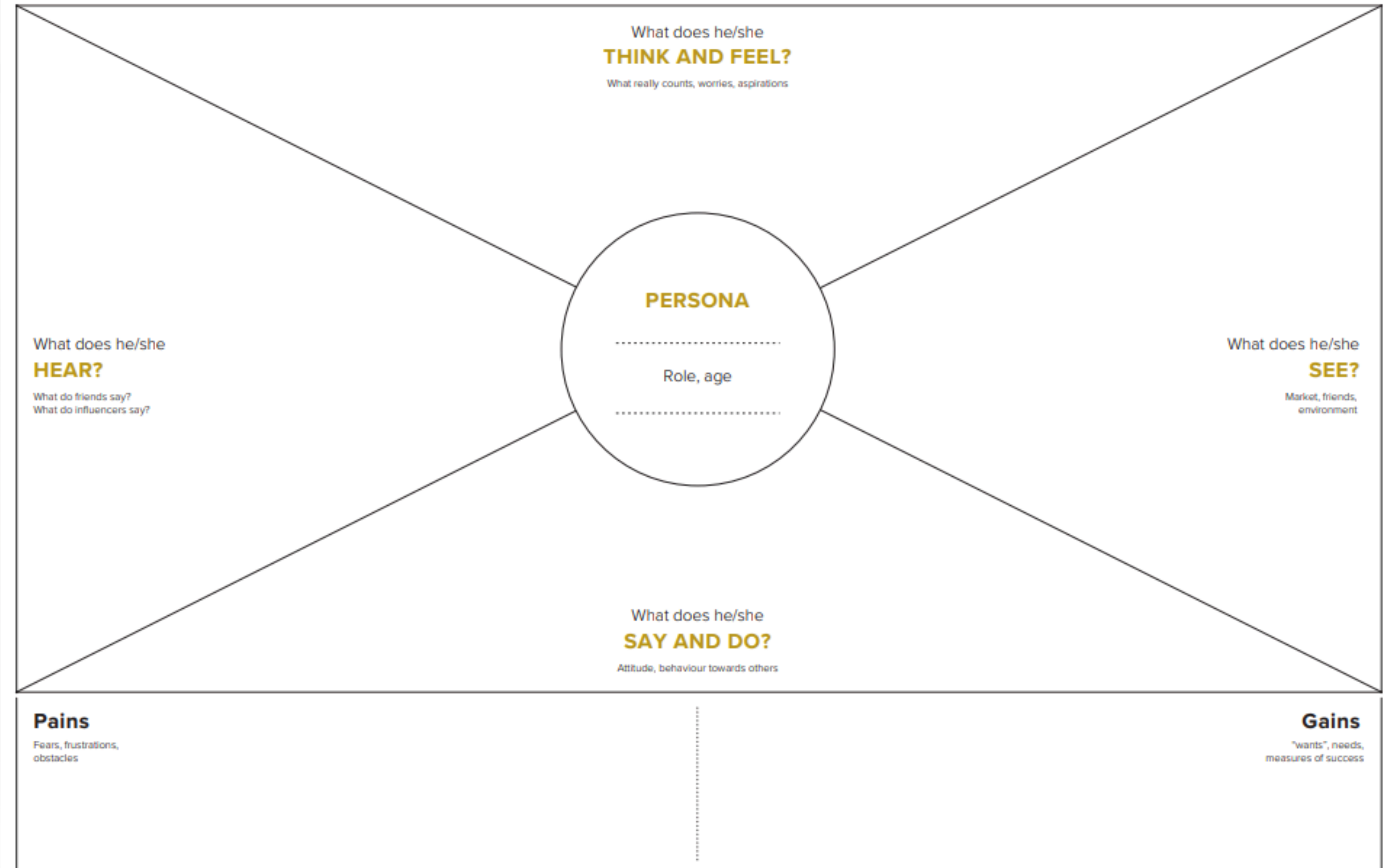
⚡ What can deter your persona from using the product or service?

NEEDS

Summarize the most important needs (key words)

BUYER PERSONA ÉPÍTÉS

EMPÁTIA TÉRKÉP



USER JOURNEY

A user journey magyarul "felhasználói utazás" vagy "vásárlói út". Ez a lépések sorozata, amelyeket egy felhasználó tesz meg, hogy elérjen egy célt egy termék vagy szolgáltatás használata során, az első interakciótól a cél eléréséig.

User journey
Concept

1

Draw the journey for your personas: map their goals and activities.








2

Define the future service touchpoints along the journey.

3

What happens in each step? Define what the service provider will make the user experience in each step.

PERSONA

		COME TO KNOW	UNDERSTAND THE OFFERING	FIRST CONTACT	FULL USE	RELATION BUILDING
USER	User goals & activities <small>What does the user want and what does the user do? Note down the steps of the user and his/her goals.</small>					
	Digital touchpoints <small>Through what digital means does the user interact with the service? Draw the digital touchpoints, along with the contents/experience you will provide in each step.</small>	   				
SERVICE PROVIDER	Physical touchpoints <small>Through what physical means does the user interact with the service? Draw the physical touchpoints: what experience will you provide for your user in each step?</small>	 				

EURODESK INTERNAL USE ONLY

namahn

CSOPORTOS **FELADAT**

A nagy létszámra való tekintettel mindenki a szomszédjával közösen alkosson meg egy szabadon választott personát!



1. Hazai, külföldi ösztöndíj iránt érdeklődő
2. Nemzetközi, magyarországi felsőoktatás iránt érdeklődő
3. Nemzetközi hallgató
4. Magyar alumni



MEGOLDÁSOK

BUYER PERSONA ÉPÍTÉS

KÜLÖNBÖZŐ MEGKÖZELÍTÉSI MÓDSZEREK

DIASZPÓRA FELSŐOKTATÁSI ÖSZTÖNDÍJPROGRAM PÉLDÁJA



**Hannah
Soos**

Background

Job / Career path / Family / Lifestyle /
Spending habits

Education

- Highest level: High school certificate
- Study level: BA/BSc
- Field of study: Health Sciences
- Study mode: Full-degree study

Lifestyle

- Hungarian-American family
- Strong sense of heritage and family

Demographics

Age / Income / Location / Gender identity

- Age: 19 (born in 2005)
- Gender: female (she/her/hers)
- Nationality: American
- Place of Birth: New York, New York
- Place of Residence: Boston, Massachusetts
- Income: middle class
- Languages: English, beginner Hungarian



DIASZPÓRA
Felsőoktatási Ösztöndíjprogram

Goals/Metrics/Motivations

Primary/secondary goals, personal vs
professional goals

Professional motivation:

Diaspora Scholarship Programme

1. To strengthen Hungarian identity
2. To get a European degree
3. To discover Hungary
4. To learn Hungarian

Personal motivation:

Hungary as a location for studies

1. Central location - Eurotrip possibility
2. Engaging with Hungarians
3. Engaging with other international students

Communication/Schedule

Device preferences / Preferred communication
style

Preferred social platforms

- Instagram
- Youtube
- Facebook

Preferred news sources

- Websites
- Google search
- Social media

Preferred communication channels

- email
- phone call
- personal meetings

Personality Traits

Introvert vs extrovert / Hobbies and interests

Personality

- Extroverted, kind, introspective, curious
- Her family, friends and community is important to her
- She feels a bit in-between, belonging to many places and cultures, yet fully to none.
- Wants to have hands-on experience of Hungarian culture

Hobbies and interests

- reading
- hiking
- music
- cooking
- sports

BUYER PERSONA ÉPÍTÉS

KÜLÖNBÖZŐ MEGKÖZELÍTÉSI MÓDSZEREK

DIASZPÓRA FELSŐOKTATÁSI ÖSZTÖNDÍJPROGRAM PÉLDÁJA



**Hannah
Soos**

Challenges

What does this person struggle with concerning meeting goals?

In general

- Feels a sense of being "in-between" cultures, which might impact her sense of belonging and identity.
- 2nd or 3rd generation immigrant

In Hungary

- Homesickness
- Language difficulties
- Distance from home

What can we do?

...to help our persona achieve their goals? ...to help our persona overcome their challenges?

- Create a supportive community
- Offer language assistance
- Facilitate connection to home
- Highlight cross-cultural opportunities (Eurotrip)
- Mental health resources

Common Objections

Why wouldn't they buy your product/service?

- "Will I feel isolated or struggle to fit in?"
- "What if the language barrier is too difficult?"
- "Is it worth it to study so far from home?"
- "How will this program support me in achieving my professional and personal goals?"
- "Are there enough resources to help me if I feel overwhelmed or homesick?"

Elevator Pitch/Bumper Sticker

Sell your persona on your solution - in a sentence or a few words!

- Strengthen Your Identity, Explore the World
- Discover Hungary, Embrace Your Roots
- Discover Hungary, Discover Yourself
- Belong, Connect, and Grow in Hungary

Real Quotes

About goals, challenges, etc.

- "I've always felt a little in-between cultures. I want this experience to help me feel more rooted."
- "Learning Hungarian feels important, but I know it'll be tough as a beginner."
- "It's exciting to study in Europe, and I want to make the most of the chance to explore other countries, too."
- "I hope this program helps me find a balance between my American and Hungarian identities."

Marketing Messaging

What resonates most with your persona?

- Feel at Home in Hungary
- Your Roots. Your Story. Your Future.
- Embrace Your Multicultural Identity
- Your Community, Your Culture, Your Growth
- Where Tradition Meets Opportunity
- Bringing Hungary Closer to Your Heart
- Expand Your Horizons, Strengthen Your Identity
- Your Hungarian Story Starts Here

- Find Belonging, Forge Connections in Hungary
- Connect to Heritage, Create New Stories
- Your Heritage, Your Journey—Start Here

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Study in Hungary
LinkedIn®



Scan me!

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Scan me!