



# MEMBER SUCCESS STORY

Read below how the MKC's marketing tools and templates helped one marketer communicate complex consumer insights to her team.



**Eileen Mastro**  
*Assistant Vice President of Marketing Business-to-Consumer Strategy  
at MassMutual Financial Group*

“You know how it is. Executive leadership needs a quick summary, and you have a day to put it together, and you need to make it look good. The first place I look is the ANA Toolkits. I’m trying to find new ways of communicating a more consumer-driven marketing message, and these tools are helping me change our focus from products to solutions while keeping the customer at the forefront.”

## CHALLENGE

No one wants to talk about life insurance or retirement savings, so MassMutual needed to figure out what mattered to our audience and craft personalized messaging that spoke to their wants and needs. We commissioned PricewaterhouseCoopers to conduct research, but every persona they developed contained dozens of pages of information, which was too much for anyone to digest and act on — especially because the majority of my marketing team was just getting into consumer insights and targeted marketing.

It was at this point that I turned to the ANA's Marketing Knowledge Center for help. I found a Buyer Persona Template within the Content Marketing Toolkit, and was able to customize it with the specific busi-

ness language of MassMutual. The template generated “at-a-glance” personas that gave the most vital information about customer preferences, as well as their relative value for the brand.

Perhaps more importantly, the MKC's Content Mapping Template suggested both content types and distribution channels that would be most effective in engaging a specific target persona. This helped my team think of each profile as a real human being.

## FEEDBACK/SUMMARY

Our new personas have helped us enhance our targeting ability by combining demographic info with the pain points and opportunities described by the personas. ANA's tools and templates allowed

me to take several hundred pages of data provided by PwC and create a content map across the entire year of what we needed to talk about, who we needed to engage, and through which platforms. It was a great answer to a question I'm sure many marketers struggle with: What do you do with all the data you have?

**The Marketing Knowledge Center (MKC) actively connects ANA members to the marketing resources they need to be successful. Access additional MKC content, ask for a customized research report, or participate in ANA research at [www.ana.net/mkc](http://www.ana.net/mkc).**