

Hims.com

TECH SAVVY TIM PERSONA



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An investigation was carried out on similarweb.com to learn more about the business to determine Hims' target market. Numerous aspects of the audience's online tastes and behavior were revealed by the investigation. It was found that the main group is made up of men who are 25–34 years old and have interests in the fields of finance, computers, electronics and technology, and health (Similarweb 2023). Notable is their fondness for sites such as OnlyFans, CNN, Tubitv, Telegram, Facebook, YouTube, Reddit, and Healthline; these indicate a combination of social networking, entertainment, and informational tastes (Similarweb 2023).

Additionally, the data showed the states of Nebraska, Wyoming, Iowa, Tennessee, Montana, and the District of Columbia as having a stronger interest in Hims (Similarweb 2023). Additionally, a degree of digital literacy and comfort with online transactions is implied by the audience's interaction with a multitude of online platforms, ranging from financial to health related. This knowledge is essential for creating marketing tactics that fit the tastes and lifestyles of the target audience, guaranteeing a more tailored and successful interaction.

Furthermore, knowing Hims demographic is crucial since it makes it easier to find advertising opportunities, people to target, things to offer, and tactics to use when marketing to them (Tanner Larsson, Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business, 2016).

Crucially, the Similar Web report's insights into the audience's online habits and interests were crucial in creating this customized customer profile for Hims.com. The objective was to match the unique traits and inclinations of the Hims audience with marketing and operational tactics. I used Google Trends and Keyword Planner to obtain behavioral data and create a persona avatar to delve further into the behaviors of Hims clients (Tanner Larsson, Ecommerce Evolved: The Essential Playbook to Build, Grow & Scale A Successful Ecommerce Business, 2016).

Hims' potential customers search patterns and interests were revealed using Google Trends and Keyword Planner. By displaying engagement by region for the topic of Hims, Google Trends demonstrated a geographical interest. It also made Hims-related keywords easier to interpret.

The following keywords were uncovered as hot topics related to Hims Google searches:

- Online doctor
- Telehealth appointment
- Medical store
- Online prescription
- Online psychiatrist

Medical treatment
Online medicine app
Virtual doctor visit
Hims medical
Virtual doctor
Telehealth services
Online doctor prescription
Telehealth app
Livehealth online
Online doctor visit
Tele health
Hims (Google Adwords 2023)

Those keywords stand for the main topics of interest as well as the particular requirements or worries that prospective clients have when conducting internet searches. Finding the right keywords for the persona was crucial since they will aid in generating organic traffic later, which will guarantee that Hims advertising are seen by people who are probably interested in their services.

These keywords also refer to Hims online activity, which will help marketing efforts by guaranteeing that product offerings meet the wants of shoppers. It's crucial to remember that every aspect of your business operations reflects your awareness of customers, and they will appreciate and notice this. According to Tanner Lawson of E-commerce Evolve (2023), the more in-depth your understanding of them, the less money you waste and the less difficulties you have promoting your goods. The target demographic and customer profile are the first steps in creating a message that resonates with Hims customers, according to my keyword study (Tanner Larsson, Ecommerce Evolved: The Essential Playbook To Build, Grow & Scale A Successful Ecommerce Business, 2016).

Demographic Info

Age
28

Location
District of Colombia

Political Party
Democrat

Family Status
Bachelor



Education Level
Bachelors

Income
\$93K

Bio

A software engineer from Washington DC, Tech-Savvy Tim relishes the urban lifestyle from the comfort of his modern apartment and or his Teesla Model X.

He find fulfillment in living a healthy lifestyle when his face isn't in a device.

Quote

" Just as I troubleshoot code,
I troubleshoot my wellness
routine "

Goals

Career Progression



Maintain a Healthy Lifestyle



Networking



Entrepreneurial Ventures



Pain Points

Early Signs of Balding:

Tim has started noticing early signs of balding

Skin Sensitivity::

Finding suitable solutions for his skin care regimen

Inadequate Sleep:

Fears that his inadequate sleep is affecting his skin health and overall wellness.

Lifestyle

Health & Wellness



Self Care



Social Engagement



Technology Adoption



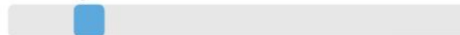
Personality

Extrovert



Introvert

Sensing



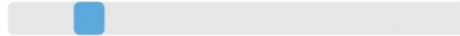
Intuition

Thinking



Feeling

Judging



Perceiving

Favorite Brands & Technology



PRADA



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