



MENSA®

Brainstorming SIG



Creating Audience Personas

Finding and reaching our audience

Marketing personas are fictional characters that represent sections of our target audience. These personas will help you understand your audience so that you can deliver the right messages through the right media to engage them.

This document groups the marketing personas into four broad groups, in alignment with Northern New Jersey Mensa's 2024 Strategic Plan:

- Potential Mensans
- Current or lapsed Mensans
- People outside of Mensa
- Other Mensa groups





NORTHERN NEW JERSEY



January – December 2024



December 10, 2023

<https://nnjmensa.org/2024plan/>



NORTHERN NEW JERSEY CHAPTER: 2024 PLAN

Overarching goals*:

- Enhanced value for members
- Increasing membership
- Healthy finances

*Metrics:

- Per independent instrument
- Goal: +5% (+30), stretch +100
- Goal: Positive balance

	①	②	③	④
Category (pillar):	Recruit new members (never before in Mensa)	Engage Mensans (current or lapsed members)	Enhance our public profile	Maintain our diamond status
Goals: (primary objectives)	Reach out to high-IQ individuals who have never been in Mensa	Plan events	Create a communication team & develop a communication platform	Develop a 2024 financial plan
	Reach out to educational institutions or professional societies who have contact with high-IQ people	Communicate with the membership	Serve the gifted youth	Keep developing activities that bring points
	Test more candidates	Engage volunteers/build committee structure	Engage in other volunteer activities	Coordinate the annual Mensa Scholarship
				Conduct a good 2024 election process

Lisa Simpson, potential Young Mensan, primary school



Personality traits

- Extroverted
- Optimistic
- Socially conscious

Example

Goals and Motivations

- Wants to meet other bright children
- Wants to advance intellectually
- Wants to make a difference in the world

Background & Demographics

Age: 7
Location: Springfield, USA
Sex: Female
Education: in second grade
Profession: student
Lifestyle:

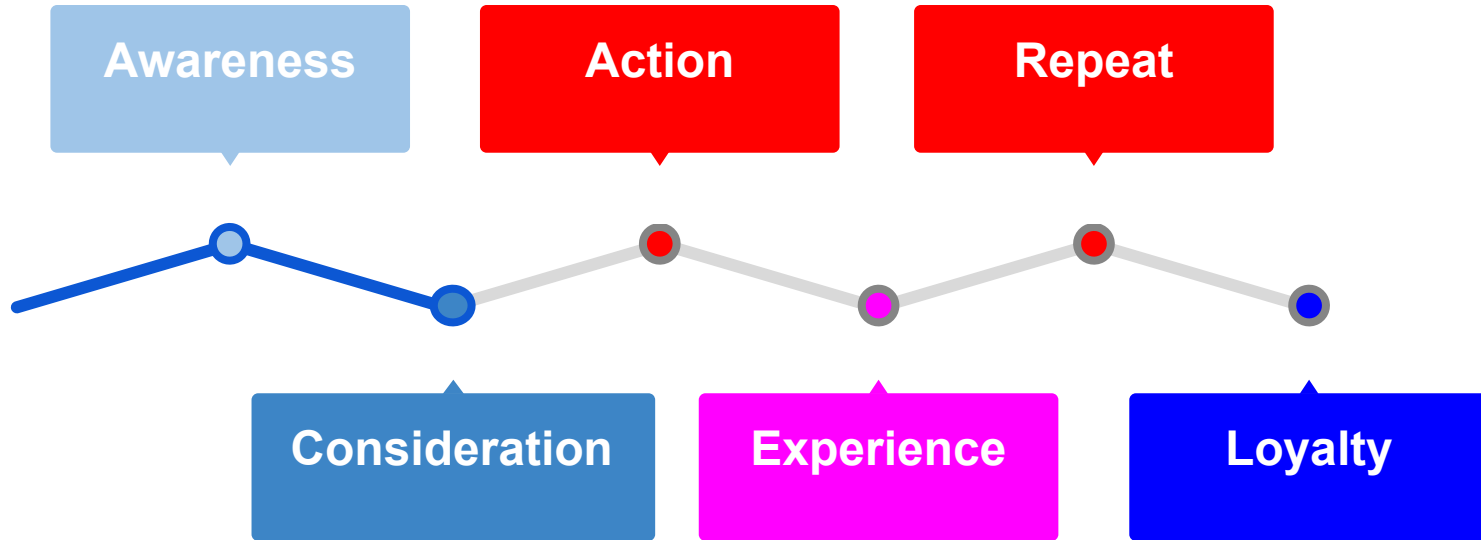
Challenges

- Bored in school
- Frustrated by other people's lack of awareness/engagement
- Lack of gifted curriculum
- Lonely

Technology & Social Media

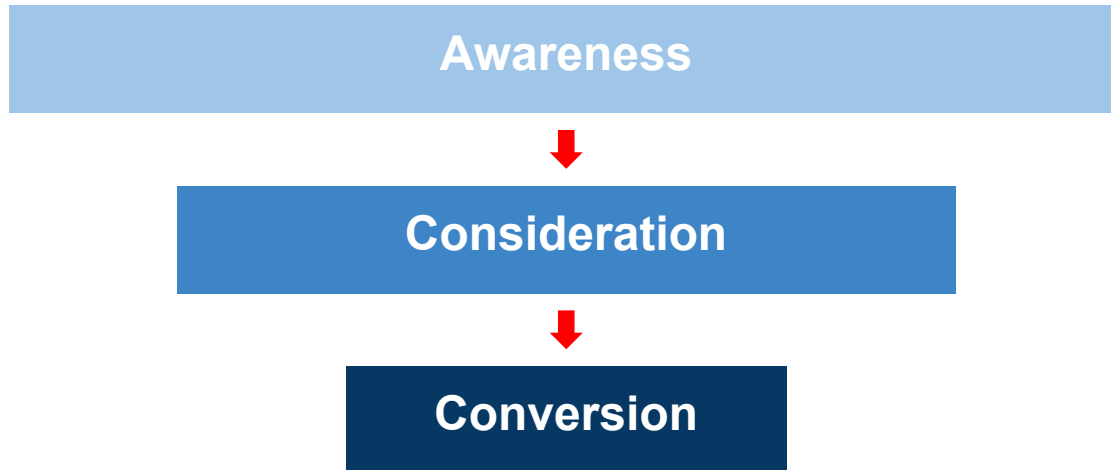
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The customer journey



Conversion funnel

Once you have created a persona, you can describe the course of action you want that person to take. The conversion funnel is a way to visualize how many people are at each stage of that course of action. You can then use various metrics to track the effectiveness of your communication.



Potential Mensans

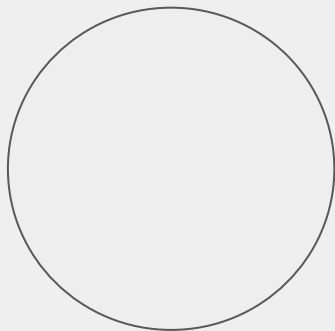
High-IQ people who have never before been Mensa members.

Desired actions*:

- Take qualifying test
- Submit results of qualifying test
- Join Mensa

*For minors, some actions are taken by the parent or guardian

Name, high-IQ minor



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

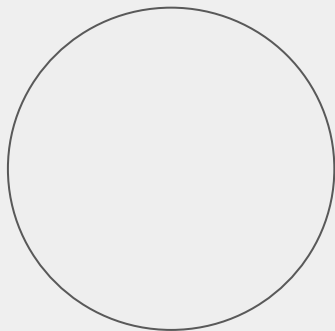
Challenges

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Technology & Social Media

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Name, high-IQ college student



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

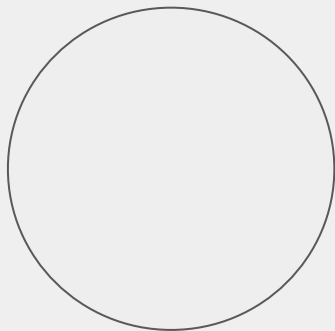
Challenges

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Technology & Social Media

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Name, high-IQ young adult



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

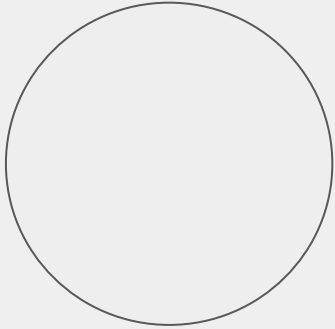
Challenges

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Technology & Social Media

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Name, lawyer



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

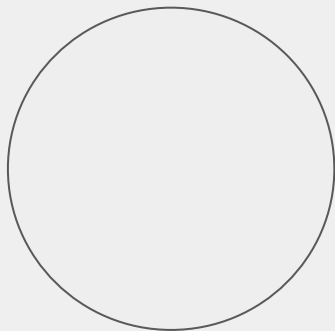
Challenges

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Technology & Social Media

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Name, physician



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
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Sex:
Education:
Profession:
Lifestyle:

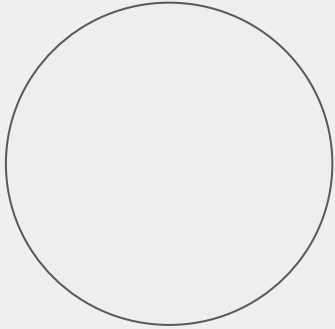
Challenges

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Technology & Social Media

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Name, engineer



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

Challenges

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Technology & Social Media

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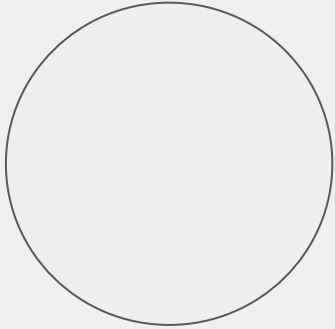
Current and Lapsed Mensans

Individuals who are now or have ever been members of Mensa.

Desired actions:

- Renew membership
- Become life members
- Attend Mensa events
- Take part in Mensa public service projects

Name, current member



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

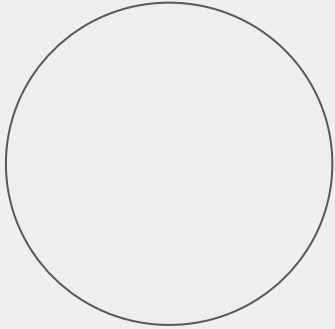
Challenges

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Technology & Social Media

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Name, lapsed member



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

Challenges

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Technology & Social Media

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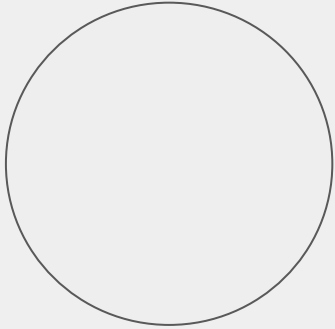
Non-Mensans

These are people who are not necessarily eligible for Mensa membership but whose cooperation is important/

Desired actions:

- Refer high-IQ students/clients to Mensa
- Partner with Mensa in public service projects

Name, testing psychologist



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

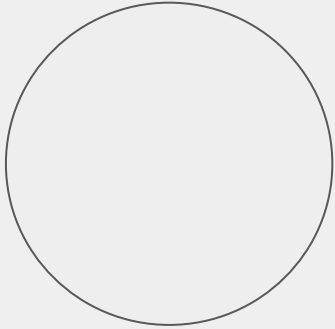
Challenges

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Technology & Social Media

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Name, school guidance counselor



Personality traits

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Goals and Motivations

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Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

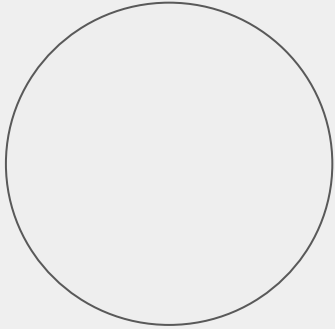
Challenges

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Technology & Social Media

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Name, psychiatrist



Personality traits

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Goals and Motivations

-

Background & Demographics

Age:
Location:
Sex:
Education:
Profession:
Lifestyle:

Challenges

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Technology & Social Media

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