

# Kelston Marketing

We Made it Our Buisness to Help Yours<sup>TM</sup>

(Kelston, n.d.)

Kelston, founded by award-winning brand marketer, Stephanie Cross, is a marketing agency based in Southlake, Texas. Specializing in branding, Kelston targets luxury/lifestyle brands for both buisnesses and entrepreneurs nationally. Kelston offers a variety of services including brand development, creative and marketing services.



Social Media:

P.S. click icons to follow



Photo is of Stephanie Cross  
(Kelston, n.d.)

WEBSITE |

*Kelston*  
(Kelston, n.d.)

# Target 1:

## Entrepreneuers

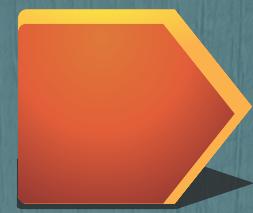


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B2B

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# B2B



# Demographics



Age: Entrepreneur Luxury Buyers/Small Business Owners aged 25-45

Income: 68,000-117,000 annually (Payscale, n.d/United States Census Bureau, n.d)

Education: Masters or BBA

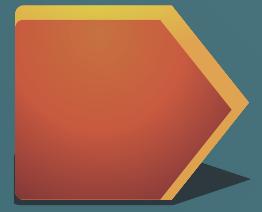
Occupation: Entrepreneurs of creative type looking to travel more

Geographic Location: Dallas/Southlake



Entrepreneurs

# B2B



# Psychographics

## i. Brand-related Values and Interests

- Highly Invested in their Brand: Built from the Ground Up, Highly Educated (Isador, 2025)
- Labor costs are one of their most significant issues (Isador, 2025)
- Looking to implement more AI, tech smart, and strategic (Morgan, 2025)



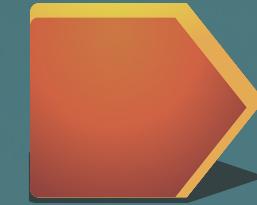
## ii. Pain points that the brand solves

- Entrepreneurs target areas such as consumer brands, interior design + architecture, hospitality, food + beverage (Kelston, n.d.)
- Kelston solves marketing management to free up entrepreneurs' time enabling them to travel more "and feel liberated." (Kelston, n.d.)
- Kelston focuses on branding for newer entrepreneurs or those looking for a brand refresh
- Kelston focuses on marketing and creative services, as entrepreneurs may not have a large brand presence or limited marketing team with the labor cost issue

## iii. Purchase Decision Factors/ Motivators

- Challenges with Tariffs may impact purchase decisions as some revenues may tighten (Wu & Tang, 2025b)
- 1 in 5 Entrepreneurs do business with family, so their family's views come into effect in purchase decisions (Team, 2025)
- Higher labor costs may tighten their revenue (Isador, 2025) so marketing that can free up the entrepreneur's labor costs may be beneficial

# B2B



# Behavioral Characteristics

## i. Shopping Patterns (Kilic, 2021)

- A social/innovative entrepreneur type. Uses shopping as an opportunity to observe competitors and innovate to compete.
- Less concerned with price and more with value. Understands impulsive buying but still falls victim to it.
- Buys based on price, brand, trust, and convenience
- Marketing mix can include: product, place, price, and convenience which may influence the decision
- More likely to shop around than go on first-choice
- Understands money-saving habits
- More of a risk for reward shopper: Willing to risk more money in hopes of a better outcome

Figure 2 on the next slide can be more deeply analyzed to find out more about purchase decisions for any consumer. (Kilic, 2021)

## ii. Digital/social media platform preferences and platforms (Sheikh, 2025)

- There are two groups here in their preferences:
  - According to Sprout Social, the most used platforms for ages 25-29 are: YouTube (93%), Instagram (76%), Facebook (68%), Snapchat (65%)
  - According to Sprout Social, the most used platforms for ages 30-49 years – YouTube (94%), Facebook (78%), Instagram (66%), Pinterest (43%)
- Buying platform choices are as follows for 2025:
  - Facebook (39%) TikTok (36%) Instagram (29%)

# Awareness Stage

## i. Awareness stage and its importance

The top of the marketing funnel is the awareness stage. This is the lead generation piece. Use creatives and marketing to increase brand awareness. Make an initial landing page for people to get to know your brand. Post your unique selling proposition. (The Marketing Funnel: Stages, Strategies, & How to Optimize, n.d.) This is getting to know the brand, its messaging, tone, values, and culture. Paid Ads or social campaigns to get the brand in front of people. Google Business page is set up. The goal is to get the word out. (How Osmo Helped Increase Brand Awareness With Amazon Ads, 2025)

## ii. How buyer personas typically become aware of products/services in this category (Peek, 2024)

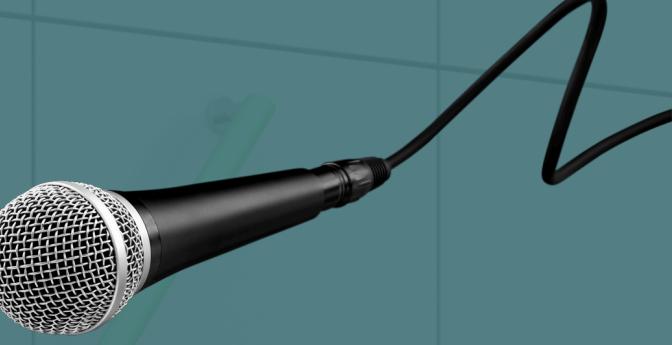
- Social Media- Carousels, Reels that Trend, TikTok Challenges, Memes, Infographics for Facebook
- Industry Events/Workshops
- Word of Mouth
- Referrals/Client Testimonials

## iii. One specific digital marketing strategy that would effectively capture their attention at this stage

- Create a short YouTube Video Ad that can run on YouTube, Facebook, and potentially a streaming platform showcasing the brand to people. Repurpose the video by pulling the audio and using it for a podcast episode. Take the audio transcribe it and use it for a blog post. Detail everything the brand does, what it stands for, why now, and the impact it hopes to make. Make sure to do research on competitors before running this campaign to properly align the strategy and find a way to niche out effectively.

## iv. Why does this strategy align with the persona's characteristics and behaviors?

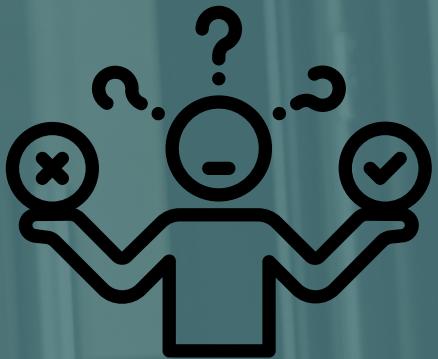
- This strategy properly aligns with younger entrepreneurs 25-45 as it lives where they do, on YouTube. It takes the short attention span of reading into video format to make it easy to swallow. It also targets various channels to find the consumer.



# Consideration Stage

## i. Information buyer personas need when comparing options (Peek, 2024)

- Reviews- Positive reviews that make you stand out from the competitors
- Educational Pieces- How can this service benefit entrepreneurs specifically?
- Case Studies- turning point stories from customers on how the brand influenced them
- Webinars-Exciting content to pull the consumer in
- Free eBooks- Something to give a taste of your company to the consumer
- Free Brand Analysis- Give a free look at their company but only a taste of what you can do
- Personalized Targeting- Personalize content tailored to each customer at the consideration stage based on what they may be viewing on your website or how they are interacting with you
- Remarketing Efforts-If they go away at all; remind them to come back



## ii. One digital content strategy that would help them evaluate your brand

- Evaluate the reviews you currently have and if there is anything you can do to resolve any negative reviews. Create a personalized marketing email strategy on MailChimp tailored to each consumer based on their stage in the marketing funnel and the touchpoints they are at with your brand. See about potentially working with an influencer that matches your brand's personality to push you over the consideration hurdle. Try to make the brand's name more recognizable through retargeting ads, have some educational pieces about the company, and continue to get the word out turning those words into testimonials. See what competitors are doing to get their name past the consideration stage and outdo them.

## iii. How this strategy connects to their specific pain points and motivations.

- Provide as much easy-to-access content showing the brand as trustworthy as possible so entrepreneurs do not have to spend their time debating the brand or decision. This can be reviews, testimonials, and so forth. Show the brand value to the entrepreneur retargeting that to them through retargeting ads so they understand the benefits. Entrepreneurs may feel like it can be hard to get the word out about their brand so the more they see your brand the more they may feel you can help them. Target that growing awareness.

# Conversion Stage

## i. What would convince your buyer personas to choose your brand over competitors?

- Price
- Value
- R.O.I

## ii. Propose one specific strategy that would motivate them to make a purchase now.

- Express how you can get their brand noticed, get attention, and start gaining traction. Do a free brand analysis for them showing the parts of their website that may not be working and give them a small sample analysis of what can be improved. Further, express how you can offer more advice based on the tier they want to purchase. Offer packages, discounts, and pay over time or per month options. If they say no consider retargeting and think how you can eventually turn them into a loyal customer.

## iii. Explain why this approach would be effective for this particular persona.

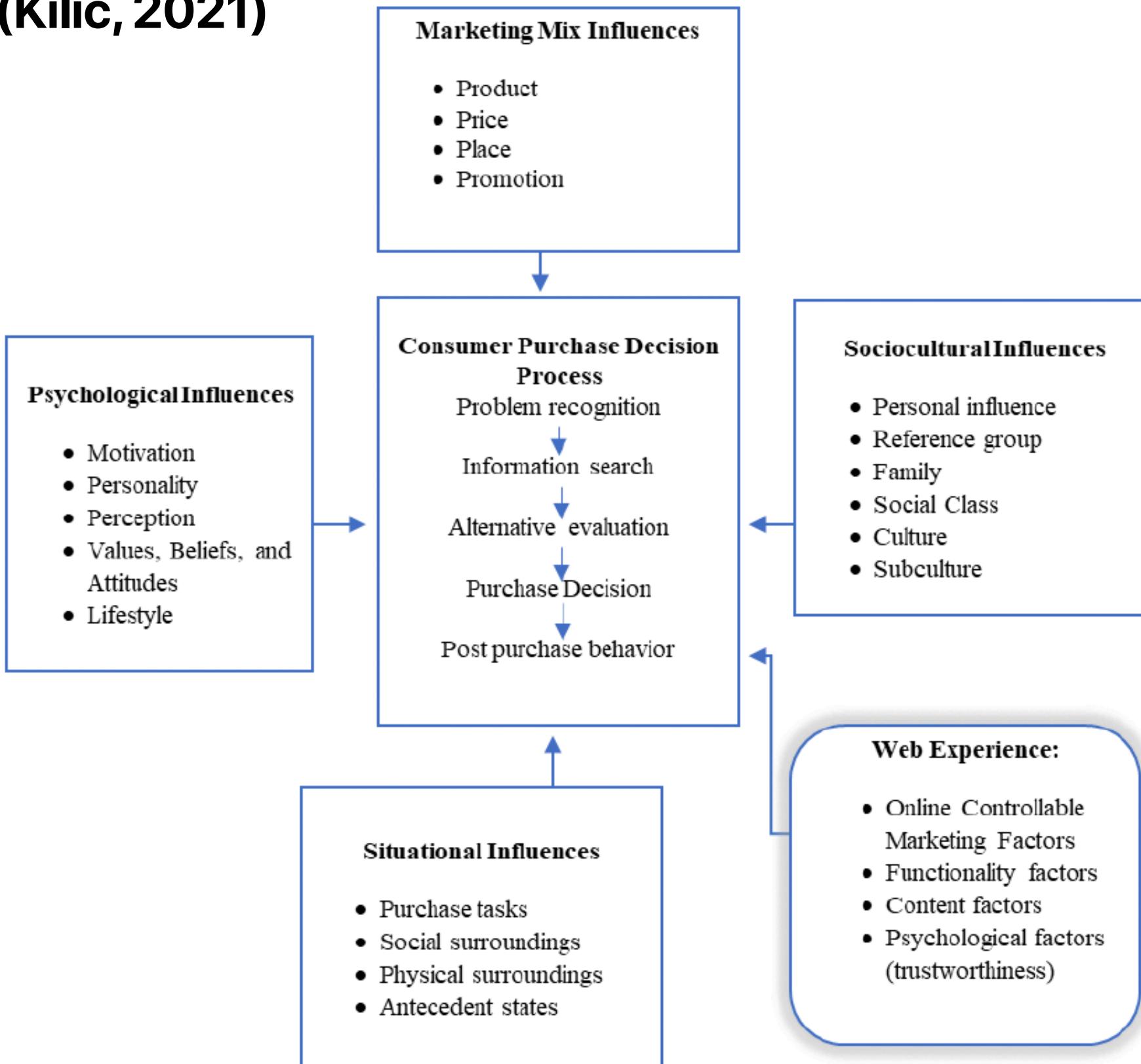
- This approach would be effective because it shows a value offer. It also provides payment options in case funds are tight. By showing how you can increase brand awareness you are targeting the entrepreneurs pain point. By doing something for free you come more across as a friend than as a salesperson developing a real human connection.



# Influences on Consumer Purchase Decisions

Figure 2 Influences on the Consumer Purchase Decision Process<sup>8</sup>

(Kilic, 2021)

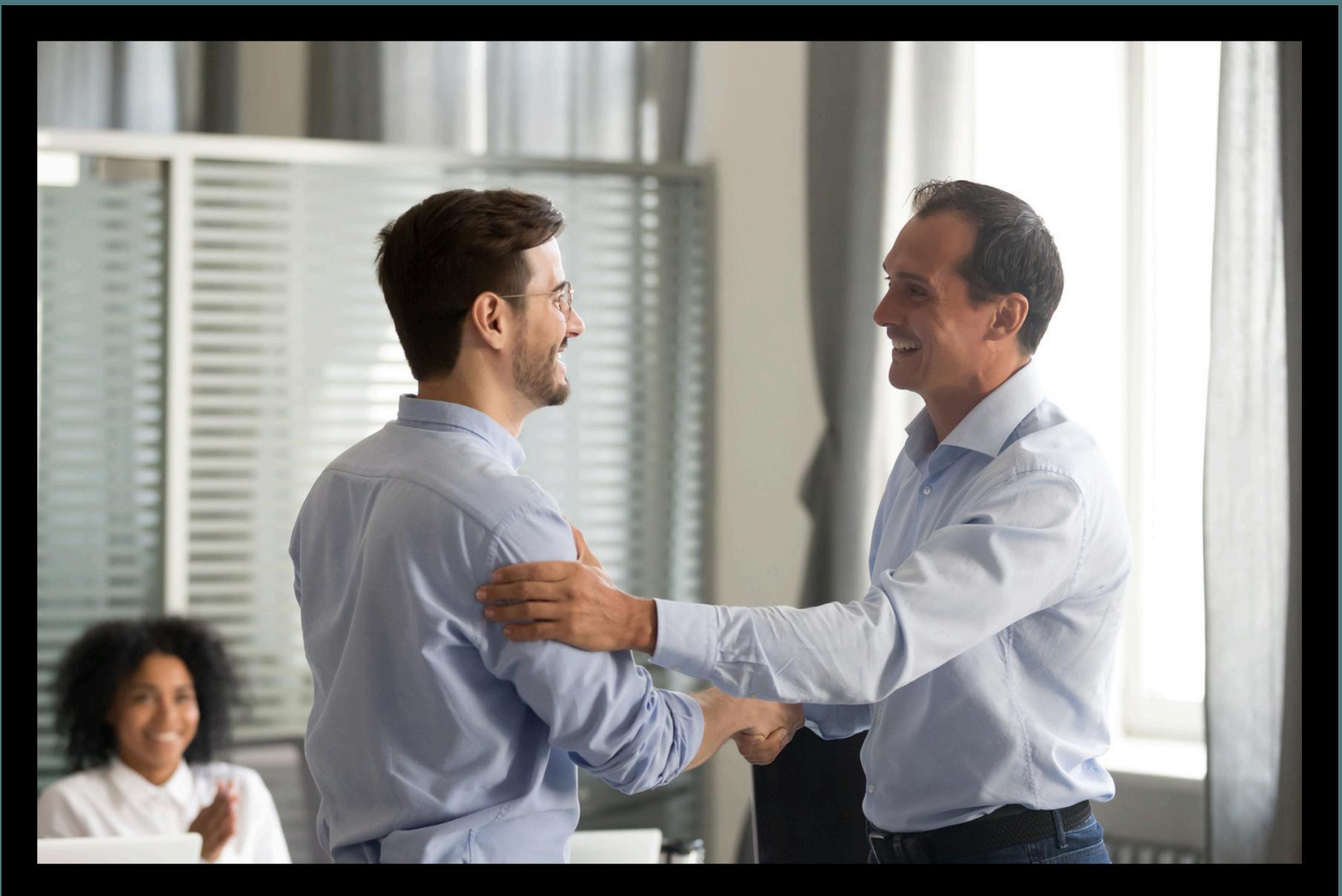


# Target 2:

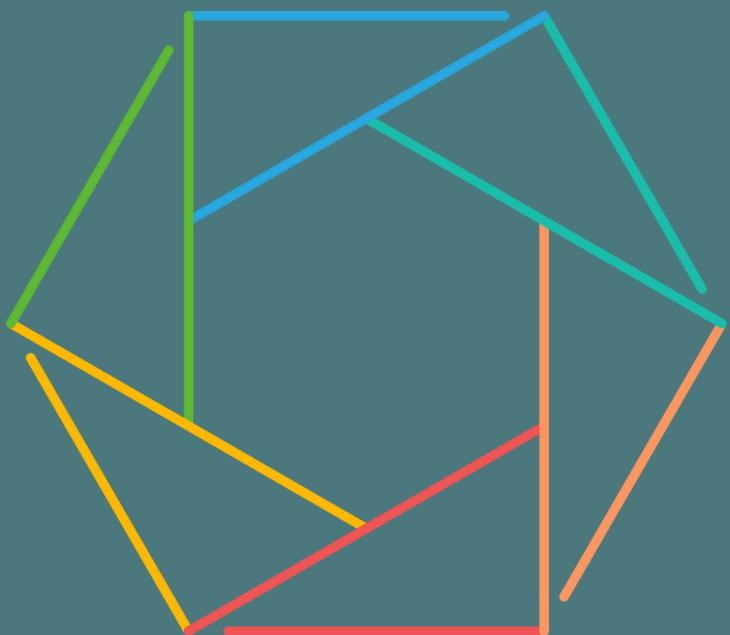
## CEOs of Larger Businesses



Photo is of Stephanie Cross  
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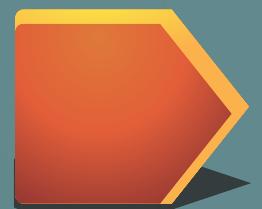


B2B



*Kelston*  
(Kelston, n.d.)

# B2B



# Demographics



Age: CEOs of Larger Businesses/Business Owners aged 30-45

Income: 120,000-250,000+ annually (United States Census Bureau, n.d)

Education: MBA

Occupation: CEOs/Business Owners of Larger Companies

Geographic Location: Nationally



CEOs

# B2B Psychographics

## i. Brand-related Values and Interests (Hatami & Segel, 2022)

- Resilience: Having a fallback plan if something does not work: Bringing ideas based on research
- Courage to innovate, (with resistance to change,) keep up with trends, and mark territory with new ideas
- Technology and the overall employee/user experiences



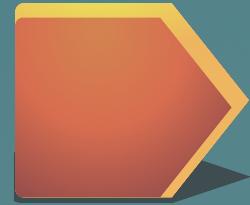
## ii. Pain points that the brand solves

- Struggling to understand the ethics of AI and how to blend that with human connection:(Panel, 2025) Kelston can streamline SEO best practices to create content as well as offer any branding needs that AI cannot do for them
- Keeping up with AI marketing changes:(Panel, 2025) Rather than having to keep up with this Kelston can market their content for them
- Resistance to Change: Kelston can help ease the process by taking marketing processes over to reshape ideas that work (Glenn, 2025)

## iii. Purchase Decision Factors/ Motivators

- Challenges with Tariffs may impact purchase decisions as some revenues may tighten (Wu & Tang, 2025b)
- Buying Centres, the groups of people making the decision (Francescucci et al., n.d.)
- Buying Situations (also do they pick the players they are already used to?): (Francescucci et al., n.d.)
- Buying Culture: Sometimes one person's decision, sometimes many, stages of the business/revenue may impact the decisions. (Francescucci et al., n.d.)

# B2B



# Behavioral Characteristics

## i. Shopping Patterns

- Makes purchases based on what they believe will grow the business (KPMG et al., n.d.)
- Believe higher risks will turn into greater rewards (KPMG et al., n.d.)
- Big investments in AI ("Global CEO Turnover Index," 2025)

Figure 2 on the next slide can be more deeply analyzed to find out more about purchase decisions for any consumer. (Kilic, 2021)

## ii. Digital/social media platform preferences and platforms

- CEOs use social media to make an informed buying decision with these tools: (5 Best B2B Social Media Channels to Drive Growth for Software Marketers, n.d.)

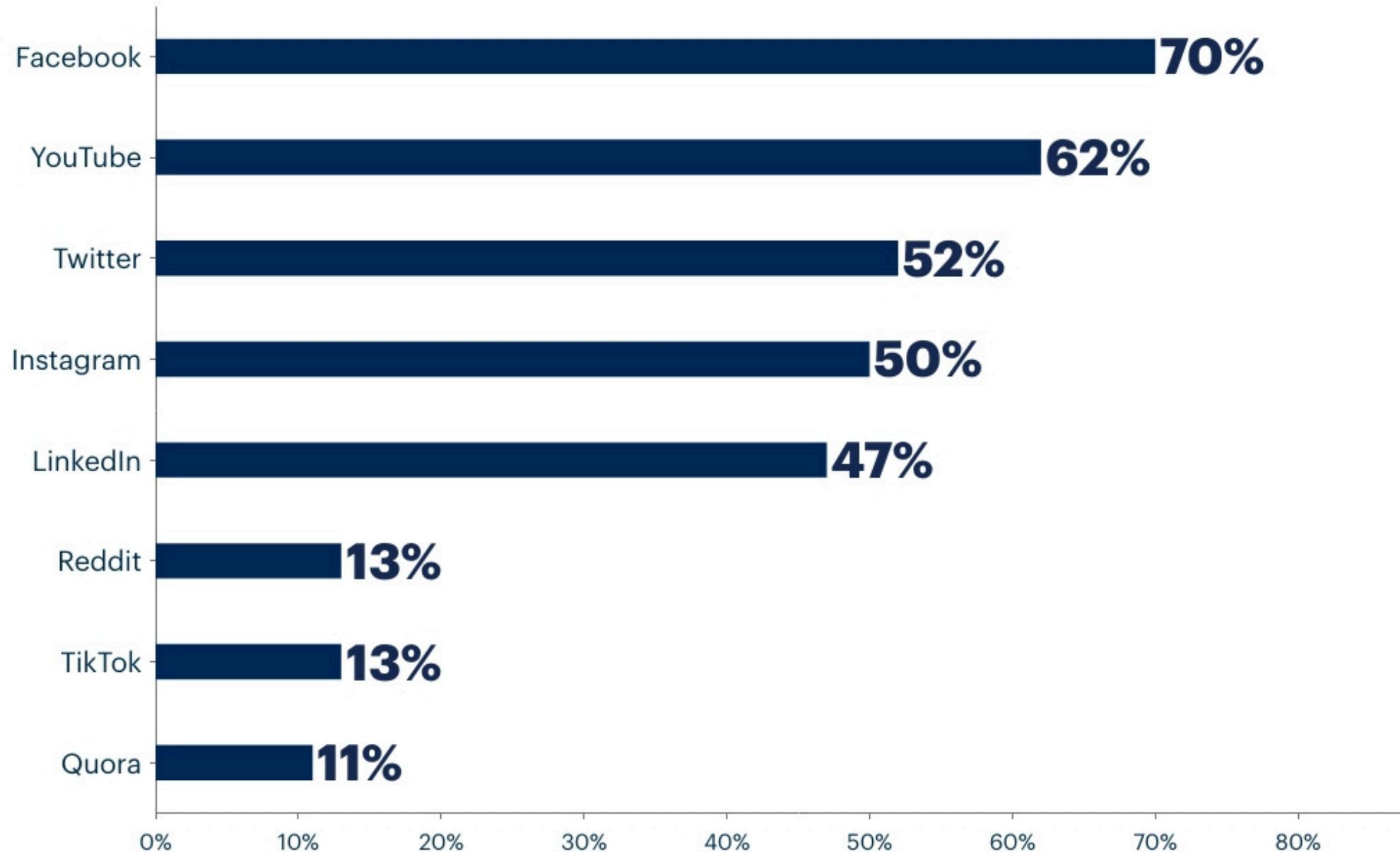
- Facebook (70%)
- YouTube (62%)
- Twitter (52%)
- Instagram (50%)
- LinkedIn (47%)



CEOs

(5 Best B2B Social Media Channels to Drive Growth for Software Marketers, n.d.)

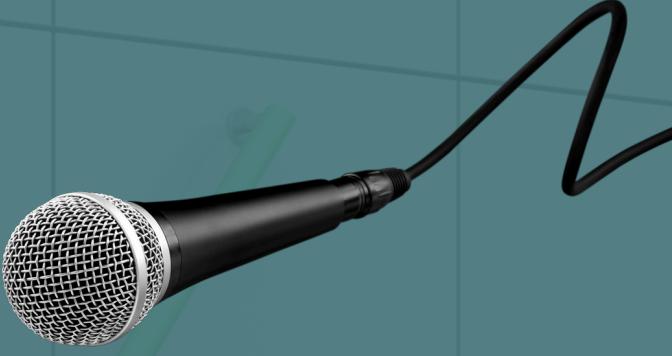
## B2B buyers' use of social media in a recent purchase decision



Source: 2021 Gartner B2B Buyer Survey  
Q: Which of the following social media websites or applications informed or influenced your recent purchase decision?  
n=203 buyers who used social media in a recent purchase decision

**Gartner**  
Digital Markets

# Awareness Stage



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The top of the marketing funnel is the awareness stage. This is the lead generation piece. Use creatives and marketing to increase brand awareness. Make an initial landing page for people to get to know your brand. Post your unique selling proposition. (The Marketing Funnel: Stages, Strategies, & How to Optimize, n.d.) This is getting to know the brand, its messaging, tone, values, and culture. Paid Ads or social campaigns to get the brand in front of people. Google Business page is set up. The goal is to get the word out. (How Osmo Helped Increase Brand Awareness With Amazon Ads, 2025)

## ii. How buyer personas typically become aware of products/services in this category (Peek, 2024)

- Social Media- Videos, Infographics for Facebook
- Industry Events/Workshops
- Word of Mouth
- Referrals/Client Testimonials

## iii. One specific digital marketing strategy that would effectively capture their attention at this stage

- Create a Facebook video that showcases the brand being on top of innovation. Make it focused on not needing Ai when you have Kelston. This video can also be sent out on email blasts. Follow this up on LinkedIn with a Video one day and an infographic the next portraying that same idea.

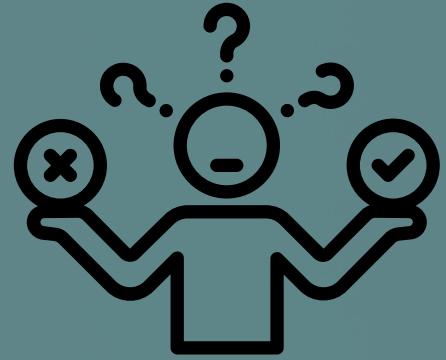
## iv. Why does this strategy align with the persona's characteristics and behaviors?

- This strategy is based on the idea that businesses want to innovate but may struggle with hesitation in moving to Ai. By placing Kelston in a position of taking away the burden (pain point) of AI while still being innovative this targets the customer with proper brand persona positioning.

# Consideration Stage

## i. Information buyer personas need when comparing options (Peek, 2024)

- Reviews- Positive reviews that make you stand out from the competitors
- Educational Pieces- How can this service benefit entrepreneurs specifically?
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- Remarketing Efforts-If they go away at all; remind them to come back



## ii. One digital content strategy that would help them evaluate your brand

- Have a chatbot that pops up to answer any user questions right away on the website. Make sure the chatbot collects either phone (preferably video call like Zoom,) or email. Focus on a more traditional approach with calling the business or emailing them to talk. Make sure to do some research on the business first. Talk about how you can specifically help that business by transitioning them into more innovative techniques to add to their traditional approaches. Give them a free analysis of their website and discuss future opportunities.

## iii. How this strategy connects to their specific pain points and motivations.

- By including a chatbot it showcases how Kelston is on top of new AI trends. Doing a direct call (preferably video call or Zoom,) takes a more personable human approach. By doing research on the brand and showcasing a few free strategies it shows value. Talking in this way takes a more traditional approach they may be more comfortable with. Easing them into innovative ideas and taking the place of AI the business may feel more comfortable working with the brand as they are moving in the right direction without doing the hard work.

# Conversion Stage



## i. What would convince your buyer personas to choose your brand over competitors?

- Price
- Value
- R.O.I

## ii. Propose one specific strategy that would motivate them to make a purchase now.

- This strategy would be the same with the biggest difference being how it goes about. Express how you can get their brand noticed, get attention, and start gaining traction, MOVING INTO INNOVATION WITHOUT THE STRESS OF HAVING TO LEARN AI. Do a free brand analysis for them showing the parts of their website that may not be working and give them a small sample analysis of what can be improved. Further, express how you can offer more advice based on the tier they want to purchase. Offer packages, discounts, and pay over time or per month options. If they say no consider retargeting and think how you can eventually turn them into a loyal customer.

## iii. Explain why this approach would be effective for this particular persona.

- This approach would be effective because it shows a value offer. It would lend itself to innovation and AI. It also provides payment options in case funds are tight. By showing how you can increase brand awareness you are targeting the entrepreneurs pain point. By doing something for free you come more across as a friend than as a salesperson developing a real human connection.

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Thank You.  
Robert Warren.

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