



Engagement



61% representation in paperless billing.



More likely to be signed up for email alerts.



Relatively low engagement with the company website.

Community Cultivators

Paperless Adoption Persona

Community Cultivators are early- to mid-career professionals cruising into mid-life. They live in neighborhoods where a wide majority of residents are married and hold advanced degrees. If Community Cultivators are like their neighbors, they are the most highly-educated persona in the bunch. But their career choices may reflect their dedication to uplifting communities over a desire to profit from corporate interests. These are the teachers, nurses, social workers, field engineers and administrators - the doers who make modern-day life manageable for the rest of the community. They are highly concerned about the environment and support sustainability initiatives.

This group doesn't spend much time on social media, but they do rely heavily on cell phones, perhaps due to orchestrating the rhythm of a family on-the-go. While chauffeuring kids from place to place, Community Cultivators can't help but notice billboard advertising, which may be more effective than social ads for engaging with them.

Billboard advertising may be the best way to capture the attention of this busy, well-educated group as they shuffle between work, school, piano lessons, soccer practice and Grandma's house.

Eco-sensitive messaging works well to engage and convert these Community Cultivators. They want to preserve the natural world so that their children will have a safe and secure future. Seeing the right billboard while stuck in traffic during the evening commute may prompt them to enroll as soon as they get home - before family dinner responsibilities distract them.

Messaging



**Best methods for outreach:
Outdoor Ads**



**Best social channel:
Facebook
(but not heavy users)**



**Primary messaging content:
Environmental/Green values**



Education & Careers

Community Cultivators tend to live in areas with a higher-than-average percentage of people who have completed bachelor's and master's degrees.

Similarly, more than most of the other personas, Community Cultivators choose to pursue careers in education, social services, the sciences, and healthcare, and are also more likely to hold roles in administration and management.

These individuals can best be described as go-getters who feel responsible for bettering their communities and are highly motivated to act on information they receive. Their paperless billing adoption representation of 61% indicates that they are certainly receptive to taking this step, but are also very busy people who need to be reminded why adoption is important. Connecting adoption to their values is an effective way to drive that point home.

This highly socially conscious group, with its preference for careers that support others, is more likely to take action based on received information than most other groups.

However, it's hard work raising a family while also being active in the community, making it difficult to always walk the talk when it comes to living green. Community Cultivators are willing to put their money where their mouth is, supporting companies that promote similar social and eco-conscious values.

They are also highly engaged in organizations that are likely to promote eco-friendly messaging and calls to action.



Taking Action



Persona Spotlight: Eric Krasinsky

Eric Krasinsky, age 40, teaches high school chemistry in a suburban public school district. This is a second career for him, however. Prior to becoming an educator, he worked in the pharmaceutical industry, but he decided his expertise would be better shared by shaping young minds than by designing new medicines. Eric is happily married with two young children of his own. He's the coach of his daughter's soccer team and never misses a practice, game, recital or performance for either of his children's many extracurricular activities. He rides his bicycle to work and donates to the Sierra Club.

