CONTENT MARKETING

HOW TO CREATE BUYER PERSONAS FOR YOUR ORGANIZATION

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WHAT ARE BUYER PERSONAS?

Buyer personas are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.). Depending on your business, you could have as few as one or two personas, or as many as 10 or 20.

Tip: If you’re new to personas, start small! You can always develop more personas later if needed.)

HOW CAN YOU USE PERSONAS?

At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.

On the other hand, if you have a similar message, you can push it out on various channels based on where (and when) your personas are online gathering information.

Tip: When combined with lifecycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content.

HOW DO YOU CREATE BUYER PERSONAS?

Buyer personas are created through research, surveys and interviews of your target audience. That includes a mix of customers, prospects and those outside of your contact database who might align with your target audience.

Here are some practical methods for gathering the information you need to develop personas:

- Interview customers either in person or over the phone to discover what they like about your product or service.
- Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.

HOW DO YOU CREATE BUYER PERSONAS?

- When creating forms to use on your website, use form fields that capture important persona information.
  - For example, if all of your personas vary based on company size, ask each lead for information about company size on your forms. You could also gather information on what forms of social media your leads use by asking a question about social media accounts.
- Take into consideration your sales team's feedback on the leads they are interacting with most.
  - What types of sales cycles does your sales team work with? How have they shifted their products or services in response to the pandemic? What generalizations can they make about the different types of customers you serve best?

HOW DO YOU CREATE BUYER PERSONAS?

HubSpot/CRM customers: You can create and manage your personas within your chosen CRM.

Customers and non-customers alike: You can use the following 4-slide template to organize your persona data.

First, we'll walk you through an example, then we'll leave you with some blank templates so you can get to it!

SAMPLE SALLY

1

Job Demographics

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

2

Personal Demographics

- Skews female
- Age 30-45
- Dual HH Income: $140,000
- Suburban

3

On the Job Behavior

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed

SAMPLE SALLY

4

What She Says about Her Role

- Keep employees happy and turnover low
- Support legal and finance teams

5

What Her Employees Say about Her Role

- Getting everything done with a small staff
- Rolling out changes to the entire company

6

Goals

- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems

SAMPLE SALLY

7

Pain Points

- “It’s been difficult getting company-wide adoption of new technologies in the past.”
- “I don’t have time to train new employees on a million different databases and platforms.”
- “I’ve had to deal with so many painful integrations with other departments’ databases and software.”

8

Fears

- I’m worried I’ll lose data transitioning to a new system.
- I don’t want to have to train the entire company on how to use a new system.

SAMPLE SALLY

9

What She's Looking for

- Integrated HR Database Management

10

Value Proposition

- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.

YOUR TURN!

We've provided blank templates for developing three personas.

(If you need more, simply select the slides on the left-hand side, right click, and choose "Duplicate.")

1 Job Demographics

2 Personal Demographics

3 On the Job Behavior

4 What Persona Says about Role

5 What Employees Say about Persona's Role

6 Goals

7

Pain Points

8

Fears

9 What Persona is Looking for

10 Value Proposition