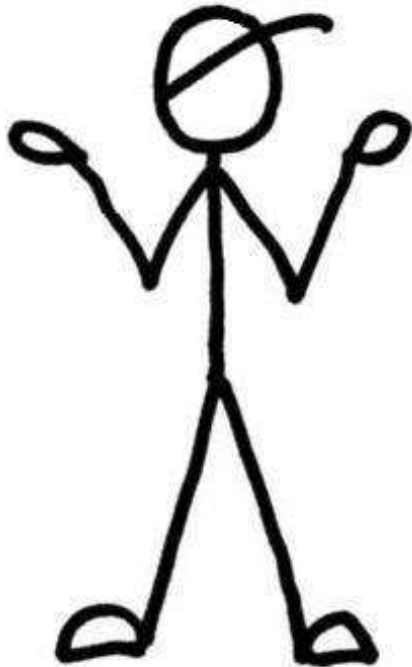


Know Your Personas What's

Does marketing know to whom they are marketing? Does sales know to whom they are selling?



- What is their age, location, gender, job, income?
- What is their life like?
- What do they value most?
- What problems do they face?
- What are their pain points?
- What are their goals?
- What do they use to access information?
- What keywords do they search?
- What value do you bring them?
- What action do you want them to take?
- What are their objections to your product or service?

Develop an image of your persona ([read more](#))

Persona Worksheet

Persona Name

- Buyer Context (age, location...)
- Important Demographics
- Other

Insert Persona
Image Here

Pains / Needs / Challenges

- What are they trying to solve? Pain points?
- What do they need most?
- What makes their life easier?
- What do they value most?

Use Cases / Preferences

- What service/products do they use?
- Why do they need them?
- What value do you bring them?
- Why can't they live without it?
- What action do you want them to take next?

What do they use to access information?

For Example:

Prospective Student Sally

- Age 24-29
- Single Mom
- GED
- Not a lot of disposable income
- Lives in the Bay Area



Use Cases / Preferences

- **What service/products do they use?** Ideal student for the online bachelors degree.
- **Why do they need them?** Getting an online bachelors degree will help advance her career.
- **What value do you bring them?** Ability to complete and affordable degree nights and weekends from home while staying employed.
- **Why can't they live without it?** Without the degree, she will stay in a dead end job.
- **What action do you want them to take next?** Sign up for an information session online.

Pains / Needs / Challenges

- **What are they trying to solve? Pain points?** Needs a degree to advance career. Wants a higher paycheck.
- **What do they need most?** Ability to return to school while keeping their job.
- **What makes their life easier?** Online classes, great financial aid, child care on campus. Flexible semester plan.
- **What do they value most?** Time and flexibility

What do they use to access information?

Sally checks Facebook and pinterest on the bus to work and after she puts her kids to bed. She google's everything to find answers and looks things up on wikipedia. She checks her mail every 3 days.

My Persona: Inbound Nick

Persona Name

- 25-35, located in urban environment
- From a large family with massive social network
- Entrepreneurial: Keeps a side business on top of their job (Djing)



Pains / Needs / Challenges

- Trying to find the most efficient way to drive set up, utilization, success with I.M. tools
- Wants customers to honor their appointments and finish their homework
- Values self-starters, customers who engage, listen & communicate with him.

Use Cases / Preferences

- Uses tools to streamline communications.
- Your value to them is following instructions while being creative/innovative.
- Nick cannot succeed without his customers succeeding.
- Use Nick to get feedback on your marketing and best practices for Hubspot tools

What do they use to access information?

Uses Hubspot Blog, LinkedIn, Gmail, Droid Smart Phone, GoToMeeting

You know who your personas are...What can you offer them as they come to your site as visitors so you can convert them into leads?



A lead is someone who shares your content, acts as an advocate, is a recommendation and will be your best form of advertising. By collecting their info we can determine what stage they are in and effectively market to them.