

**WHY YOU NEED BUYER
PERSONAS.**

What is
buyer persona?



Buyer Personas are:

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.

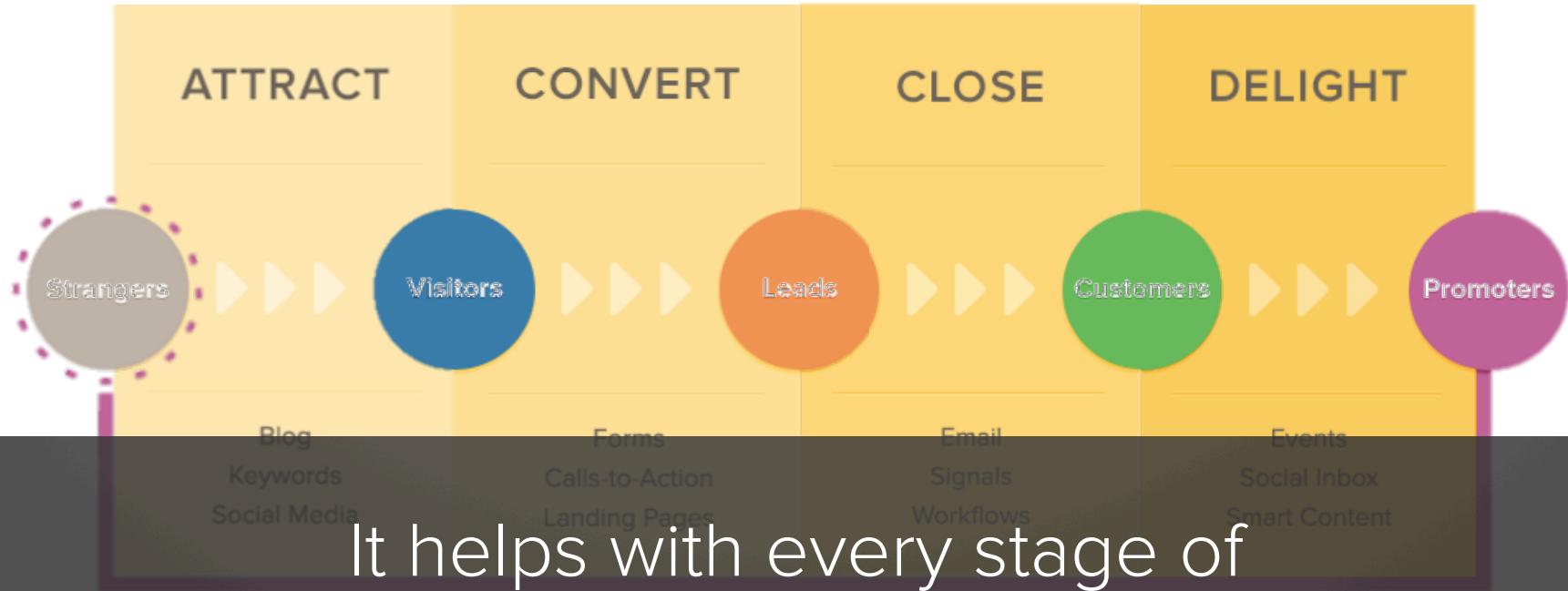
BUYER PERSONAS ARE NOT:

- 1 Target markets
- 2 Job titles/roles
- 3 Dependent on specific tools or technology
- 4 Specific real people

BUYER PERSONAS ARE:

- 1 Common behavior patterns
- 2 Shared pain points (professional, personal)
- 3 Universal goals, wishes, dreams
- 4 General demographic & biographic information

Inbound Methodology



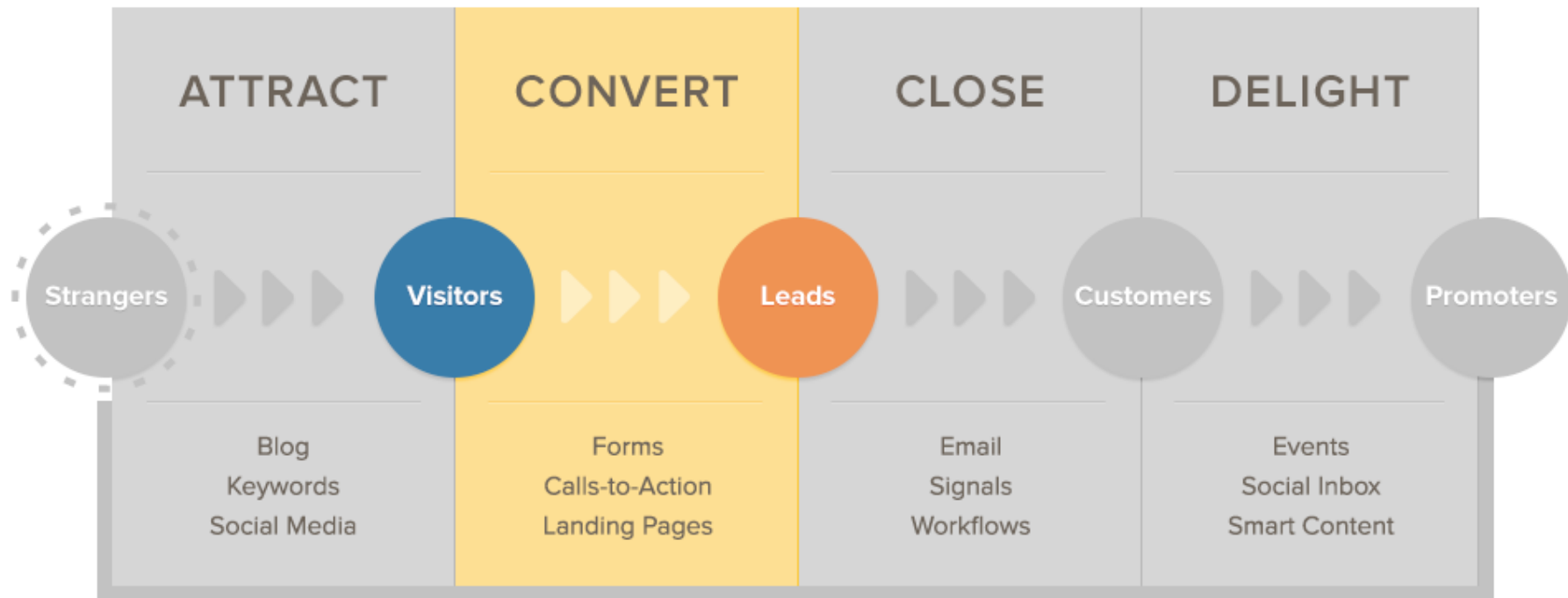
It helps with every stage of the methodology

by HubSpot

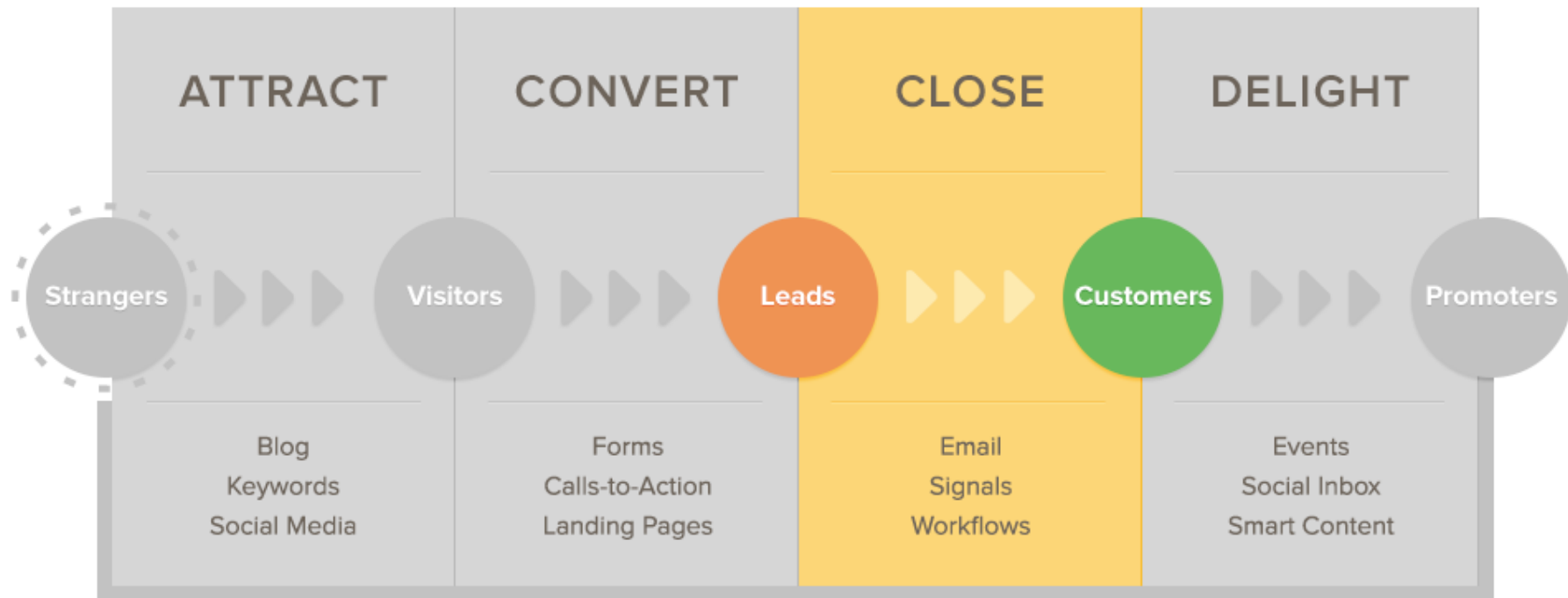
Inbound Methodology



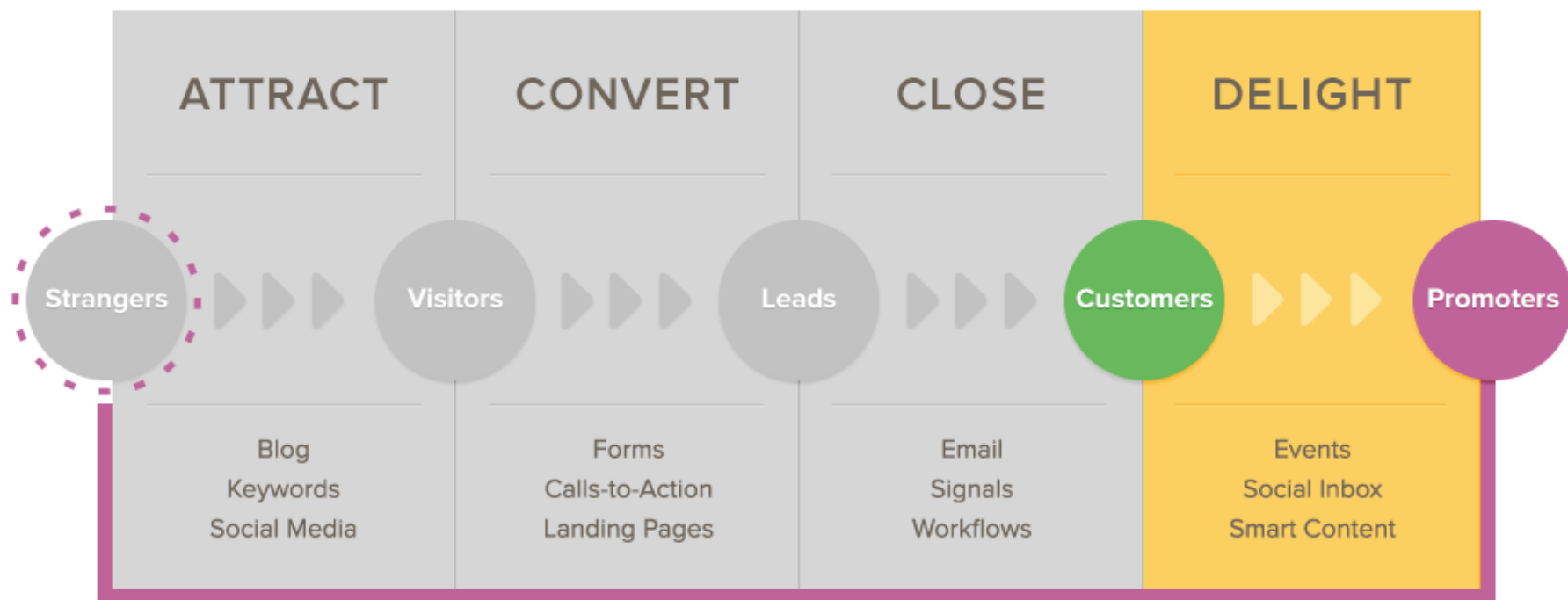
Inbound Methodology



Inbound Methodology



Inbound Methodology





Personas help identify where your best customers spend time on the Internet – **so you can be there too.**

Guide product & service development

If you know what your personas are trying to achieve, you can create things to help them reach their goals and overcome their challenges.



Content to
attract visitors



Content to
convert leads



Content to
close customers



Personas help you create the right content

The *right* content will most effectively attract your ideal visitors, convert them into leads, and close them into customers.

HOW TO CREATE BUYER PERSONAS.

BUYER PERSONA CREATION NOTES

- 1 **Details matter!** It's important to take a thorough look at everything about who your ideal customers, clients, donors, or students actually are when researching AND building personas.
- 2 **You don't have to have an answer for every question** before beginning to build your personas—start with what you have and go from there.
- 3 **Personas don't have to ever be “done:”** continue to tweak and iterate on them as much as necessary.

If you don't nail down your buyer personas, every aspect of your **inbound marketing will suffer.**

STEPS TO CREATE BUYER PERSONAS

- 1 Identify questions to ask to develop your persona (use the Persona Profile Checklist in the class resources below for information about what to ask—and paraphrase them as necessary).
- 2 Determine how you'll research your personas and how you're going to get those persona-building questions answered.
- 3 Compile research and answers to your paraphrased version of questions on the Persona Profile Checklist. Look for trends in the responses you get and add these to the Persona Development Worksheet.
- 4 Print out a Buyer Persona Development Worksheet (see resources below) for each persona you might have. This worksheet acts as a framework for your persona & can guide your research.
- 5 Use the buyer persona-building best practices to transform your worksheet into a complete persona.
- 6 Tell your persona's story using the 5-chapter format and following best practices.

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Persona Profile Checklist

Persona Detail	Questions to Ask
Role	What is your job role/role in life? Your title? How is your job/role measured? What is a typical day? What skills are required? What knowledge and tools do you use? Who do you report to? Who reports to you?
Company/Organization	What industry or industries does your company work/is your role in? What is the size of your company/organization (revenue, employees)?
Goals	What are you responsible for? What does it mean to be successful in your role?
Challenges	What are your biggest challenges?
Watering Holes	How do you learn about new information for your job? What publications or blogs do you read? What associations and social networks do you belong?
Personal Background	Age, Family (married, children), Education
Shopping Preferences	How do you prefer to interact with vendors? (email, phone, in person) Do you use the internet to research vendors or products? If yes, how do you search for information?

Tailor questions to your organization and industry.

Use the questions on the Persona Development Worksheet as a guide—tweak them as much as necessary to work for you.



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RESEARCHING YOUR PERSONAS:

1. Interview current customers
2. Survey your customers
3. Use HubSpot lead intelligence
4. Talk to you co-workers

A photograph of three people sitting around a black round table outdoors. A woman with long brown hair and glasses, wearing a blue shirt and a pearl necklace, is smiling and looking at a document. A man in a pink checkered shirt is gesturing with his right hand while speaking. A woman with brown hair, wearing a black blazer over a teal top, is looking down at the documents. On the table are several papers, a yellow pencil, and a spiral notebook. The background shows a brick wall, green foliage, and a metal staircase railing.

Persona research technique:
Interview current customers

HOW TO INTERVIEW YOUR CUSTOMERS

- 1 Best option is to set up in-person 1:1 meeting
- 2 Set up focus group-based interviews
- 3 Use GoToMeeting, Join.me, or other web-based conferencing tool
- 4 Telephone interviews



Don't have customers yet?

No problem! Although completed personas must be based on research, start with educated assumptions then fill in those holes with research when it becomes available.

Persona research technique:

Survey your current customers

Use a free service like SurveyMonkey to create an online survey you can send out to your customers. Look for trends in the responses you get!

Q1 Edit Question Add Question Logic Move Copy Delete

* 1. Which category below includes your age?

☐ 17 or younger

☐ 18-20

☐ 21-29

☐ 30-39

☐ 40-49

☐ 50-59

☐ 60 or older

+ Add Question Split Page Here

Q2 Edit Question Move Copy Delete ✓

* 2. What are your biggest concerns about buying products online?

+ Add Question Split Page Here

Q3 Edit Question Add Question Logic Move Copy Delete

* 3. Which social networking website(s) do you use most often?

☐ Facebook

☐ Twitter

☐ LinkedIn

☐ Google+

☐ Pinterest

☐ Tumblr

☐ Instagram

☐ Quora

☐ Xing

☐ Other

If you chose "other," please specify

+ Add Question Split Page Here

Q4 Edit Question Move Copy Delete

* 4. What is the most important professional goal for you to accomplish in the next year?

Persona research technique:

Use **HubSpot lead intelligence** to identify behavioral trends

Andrew Pitre

First Touch
3 Years Ago
Facebook

Last Touch
2 Hours Ago
Opened Email

Lifecycle Stage
Lead
Since Jun 20, 2013

Starred

Annual Revenue: = ★ ⓘ

Company Name: = ★ ⓘ

Showing All 476 Interactions

Contact Details

- Overview
- Properties
- Lists
- Workflows
- Property History

Contact Research

- Search in Google
- View in Salesforce

Public Contact URL

<https://app.hubspot.com/>

Contacts Settings

February

- 1 Email

January

- 1 Property Change
- 4 Webinar Events
- 10 Emails
- 14 List Memberships
- 2 Syncs
- 1 Twitter Events

[Excel Template] Blog Editorial Calendar
Wed Feb 5, 2014 at 10:35am
Opened

How to prove marketing ROI to your clients
Fri Jan 24, 2014 at 7:54am
Opened

Added to Visited Blog.HubSpot.com
Fri Jan 17, 2014 at 9:29am

Attended New Product Webinar - Social Inbox for 21 minutes
Mon Jan 13, 2014 at 6:07pm

@andypitre matched Leads talking about HubSpot or Inbound Marketing
Show Tweet - Fri Jan 3, 2014 at 7:55pm

What content offers are they interested in?

What topics are they reading about?

What types of content do they gravitate towards?

What social media networks do they use—and how do they use them?



Persona research technique:

Talk to
your **co-workers.**

Anyone who either is your
persona or talks to them on a
daily basis can help you do
persona research.

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COMPILING PERSONA RESEARCH

As you do your research, collecting all data in one place reveals trends and similarities in the types of responses people give. These trends or common responses are what should make their way into your Persona Development Worksheet.

TOOLS TO COMPILE PERSONA RESEARCH

- Evernote
- Google docs
- Microsoft Excel
- Numbers for Mac
- Trello
- Whatever your preferred data organization tool may be!

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Persona Development Worksheet

download in the resources section below



PRE-CONSULTING WORKBOOK



DEVELOPING PERSONAS

Buyer personas are a crucial component of successful inbound marketing, particularly for the sales and marketing departments. After all, the marketing team needs to know to whom they are marketing, and the sales team needs to know to whom they are selling.

1. What is their demographic information?
2. What is their job and level of seniority?
3. What does a day in their life look like?
4. What are their pain points? What do you help them solve?
5. What do they value most? What are their goals?
6. Where do they go for information?
7. What experience are they looking for when seeking out your products or services?
8. What are their most common objections to your product or service?

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BEST PRACTICES FOR BUILDING BUYER PERSONAS



Focus on motives behind behaviors: pay attention to not just *what* someone is doing, but *why* they're doing it.



Keep personas fictional, but still realistic. No one has a one-size fits all customer; don't define your persona by describing just one real person.



Choose one primary persona; all other personas are secondary

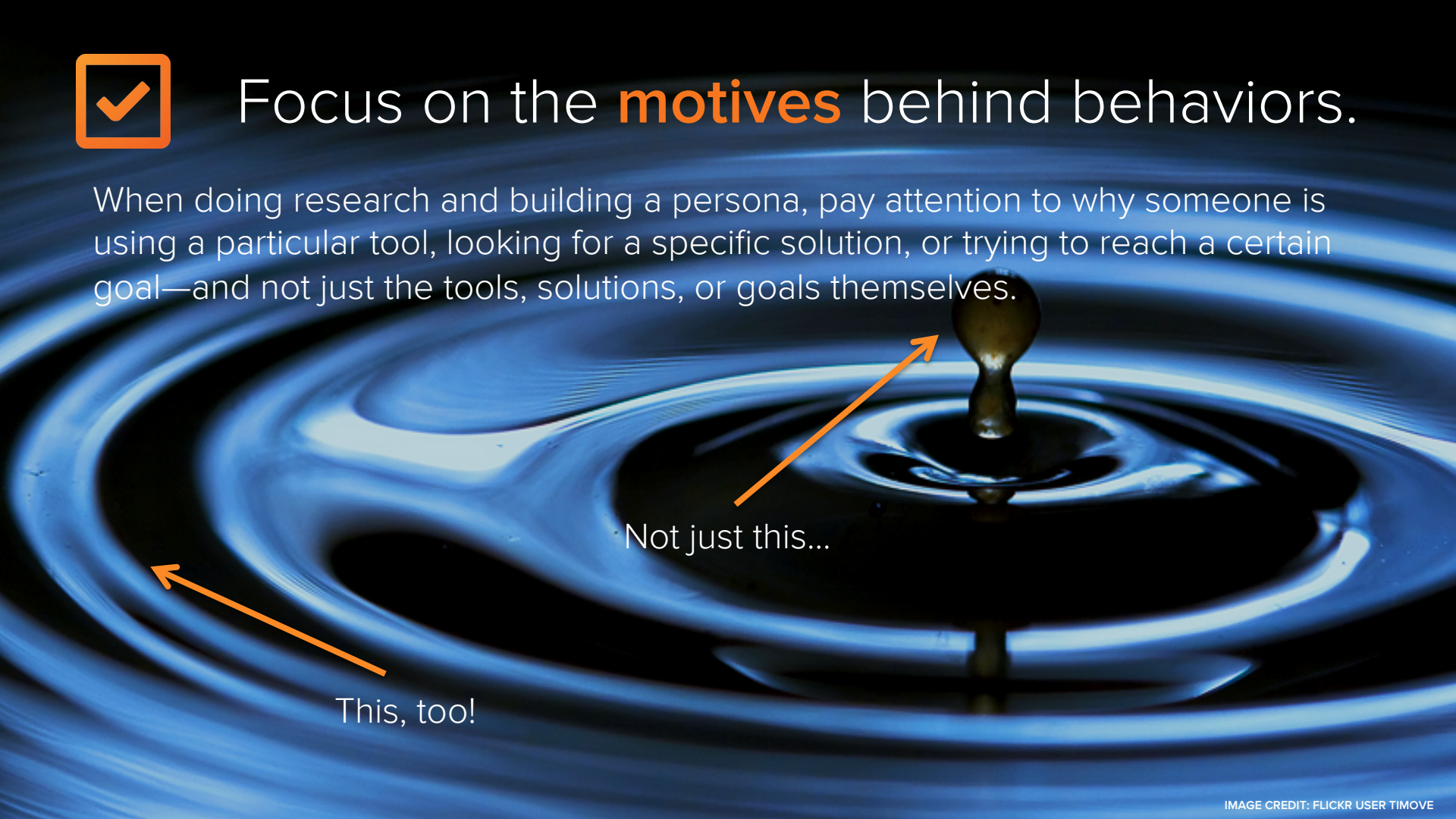


Tell your persona's story. Don't just list facts about them; weave those facts into a detailed representation of who this persona is as a person.



Focus on the **motives** behind behaviors.

When doing research and building a persona, pay attention to why someone is using a particular tool, looking for a specific solution, or trying to reach a certain goal—and not just the tools, solutions, or goals themselves.

A high-speed photograph of a water droplet hitting a surface, creating concentric ripples. The image is in shades of blue and black, with the droplet and ripples highlighted in white and light blue. Two orange arrows point from text labels to the ripples and the droplet.

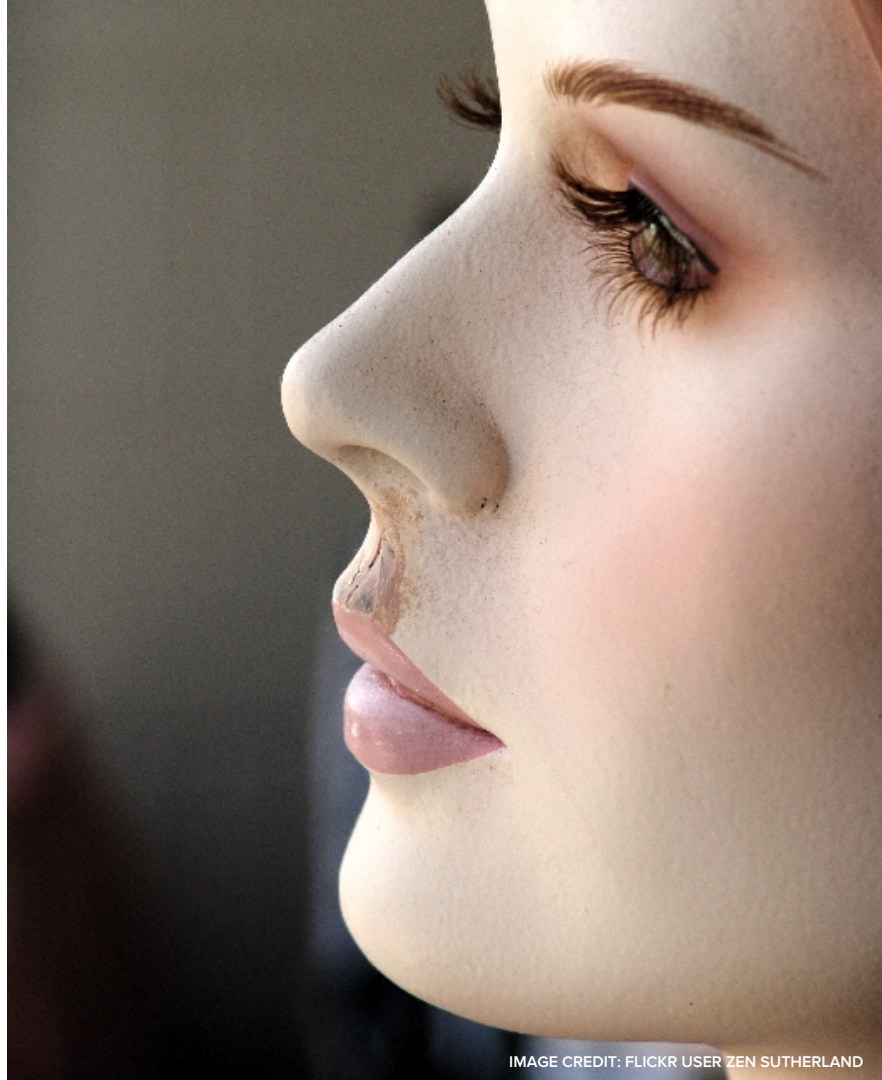
Not just this...

This, too!



Keep it fictional
but **realistic.**

Personas are semi-fictional
characters—make them specific,
but be sure your persona isn't just
describing 1 or 2 people who
actually **are** that persona.





Keep it fictional but **realistic**

Personas are semi-fictional characters—make them specific, but be sure your persona isn't actually describing 1 or 2 people who actually **are** that persona.

THIS:



Marketing Mary
VP, Director, or
Manager of Marketing
Small or Mid-Sized
Company

NOT THIS:



Kirsten Knipp
Senior Marketing
Director



Sonya Pelia
Social Media & SEM



Brendan Schneider
Director of Admission
& Financial Aid



Focus on one **primary persona.**

Assign one of your personas as “primary;” all others become secondary. Focus on researching, creating, and targeting this primary persona first, then move on to other personas later.





Tell your personas' **story**.

Don't just list facts about them; weave those facts into a detailed representation of who this persona is as a *person*. Stories provide context and deeper understanding of who this *person* is than a list of facts ever could.



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5 CHAPTERS TO BUILDING BUYER PERSONA STORIES:

- 1 Job and demographic information
- 2 What does a day in their life look like?
- 3 What are their challenges and pain points?
- 4 Where do they go for information?
- 5 Common objections to products and services



That's it.

Knowing the right way to create a persona (and actually creating one) sets you up for all your future inbound success down the road.

Congratulations!

PERSONA **EXAMPLE:**

RV Betty



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Betty's Persona Development Worksheet



PRE-CONSULTING WORKBOOK



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1. What is their demographic information?

Just retired from office job. In mid 60's to early 70's, lives in suburbs with her husband. Had children but they are now out of the house and financially independent. Has expendable income.
2. What is their job and level of seniority?

Worked at an office job where she was a low/mid-level executive.
3. What does a day in their life look like?

Both her and her husband have been retired for several years; they're getting restless. Spends her free time with friends, cooking, reading travel magazines.
4. What are their pain points? What do you help them solve?

Logistics- how to travel comfortably, get access to utilities. Wants spacious interior with ease of utility. Needs to feel she's buying from someone she trusts; high-touch sales process.
5. What do they value most? What are their goals?

Values her family and friends; enjoying retirement. Longtime dream is to travel in an RV.
6. Where do they go for information?

Reads travel magazines and websites. On Facebook, but only to keep up with family. Relies on organic search to find company names,
7. What experience are they looking for when seeking out your products or services?

Wants to enjoy her retirement with her husband by travelling around the country in their RV. Wants RV to be a home-away-from-home to entertain her family and friends. Needs to feel she's buying something good/reliable/reputable
8. What are their most common objections to your product or service?

Takes time making big purchases; needs to tour the actual model she's going to buy. Needs to trust the person she's buying from.

Persona: RV Betty



1. What is their job & demographic information?

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2. What is their job and level of seniority?

Worked at an office job where she was a low/mid-level executive.

Persona: RV Betty



1. What is their job & demographic information?

Betty has **recently retired** from an office job where she worked as a **lower to mid level executive**. She is in her early 70's and lives with her husband. **They have children**, but they're all out of the house now.

Persona: RV Betty



2. What does a day in their life look like?

3. What does a day in their life look like?

Both her and her husband have been retired for several years; they're getting restless. Spends her free time with friends, cooking, reading travel magazines.

5. What do they value most? What are their goals?

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2. What does a day in their life look like?

Betty lives in a **suburb of a city**. Her **husband is also retired**. They have been talking about traveling in an RV upon retirement for years – this is a **long-time dream of theirs**. The **kids** are **self sufficient and have been out of the house for long enough that Betty doesn't have to worry**.



She's been retired just long enough to be **bored**. While she doesn't consider herself as wealthy, **she and her husband have a substantial savings and are prepared to enjoy their retirement**.

Persona: RV Betty



3. What are their challenges/ pain points?

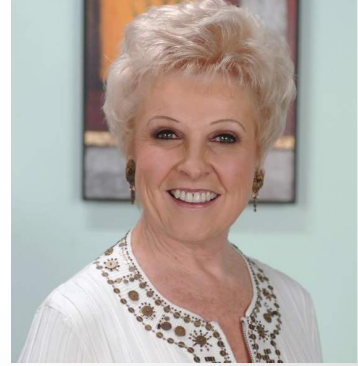
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Wants to enjoy her retirement with her husband by travelling around the country in their RV. Wants RV to be a home-away-from-home to entertain her family and friends. Needs to feel she's buying something good/reliable/reputable

Persona: RV Betty



3. What are their challenges/ pain points?

Betty is **worried about the logistics** of travelling in an RV – how easy will it be to find utility hookups, where are the best places to stay if you have one, etc. She also wants something **comfortable**; she plans on **spending a lot of time in it**. She has other **retired friends so she wants additional sleeping space** and she wants to make sure they have **plenty of room for food and even cooking**. She wants **as much ease as possible when traveling**.



Persona: RV Betty

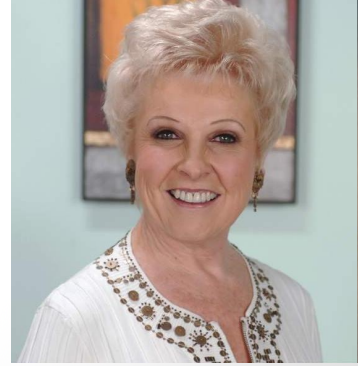


4. Where do they go for information?

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Persona: RV Betty



4. Where do they go for information?

Betty likes **to look at travel magazines and websites.** She likes to **plan destinations.** She is on **Facebook,** which she checks once in awhile to keep up with the **kids and friends.** She set up **a LinkedIn account 3 or 4 years ago,** but hasn't touched it since.



Persona: RV Betty



5. Common objections to products and services?

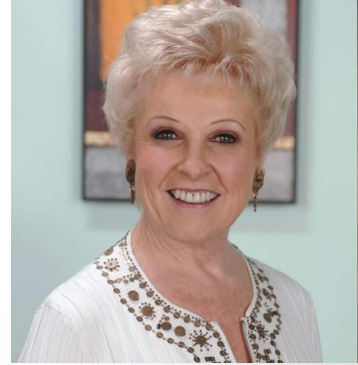
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Persona: RV Betty



5. Common objections to products and services?

Betty likes to buy from someone she **trusts**. She **takes her time making purchases**, especially large ones. She feels like she makes smart purchase decisions and wants to feel **like she's buying a good reliable brand**. Betty needs to **see, feel, touch, and tour the actual model** of RV she's buying.



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