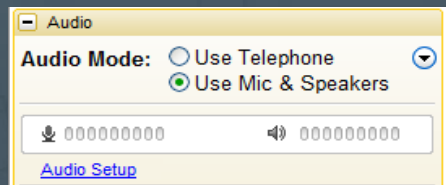


CHANGING YOUR BUYER PERSONA AND SEGMENTATION HABITS



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

@HubSpotAcademy

#InboundLearning

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HubSpot

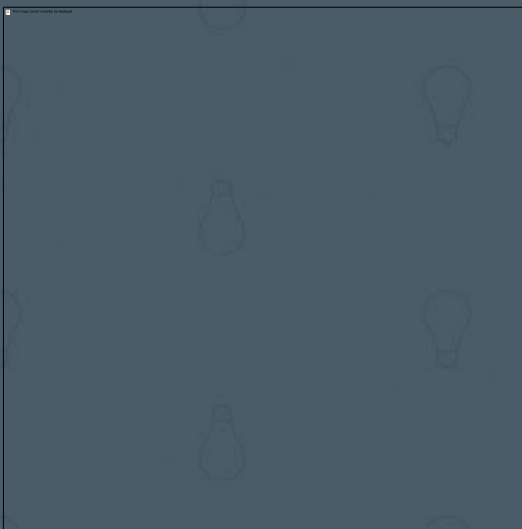
Mark Kilens

@MarkKilens



Lindsay Thibeault

@LindsayRegina



**DO YOU HAVE BUYER
PERSONAS DEVELOPED?**

INTRODUCTION TO BUYER PERSONAS CLASS PAGE



HubSpot Academy

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INTRODUCTORY TRAINING

INTRODUCTION TO BUYER PERSONAS



▶ PLAYLIST

 Introduction to Buyer Personas
HubSpot Academy

▶ 3:12

Having trouble watching our videos? [Click here.](#)

VIDEOS IN THIS CLASS

1. Why you need buyer personas	3:12
2. How to create buyer personas	13:22
3. Persona tool walk-through	5:03

CLASS RESOURCES

- [Download Slides](#)
- [Download Transcript](#)

GET FEEDBACK IN A LIVE LAB

Wednesday, August 26th
10:00-11:00pm EST

Tuesday, September 22nd
3:00-4:00pm EST

AGENDA

- 1 Why buyer personas are important
- 2 Updating your buyer personas
- 3 Segmenting your buyer personas
- 4 Creating negative buyer personas
- 5 Next steps and resources



The season of
change is upon us.

There is no better time to modify your
inbound and buyer persona habits.

The background of the slide is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like pattern across the entire background.

1

WHY BUYER PERSONAS ARE IMPORTANT

How have buyer personas
helped your inbound strategy?

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 and segmentation go **hand in hand.**

By using buyer personas to segment your contacts, you'll better market
and reach your ideal customers.

What does a good
buyer persona look like?

[Print persona](#) [Edit persona](#) [Delete persona](#)



I am a...
Business owner

Internal Notes

Roles	Business Owner
Goals	Growth in business and sales. Be number one.
Challenges	Lack of skill in Marketing. Busy running his business.

Demographics

Age	45 to 55
Income	250K+
Education	Bachelor Business Degree
Location	Urban Area

Story

Story

Walter is married and has 3 children. He has worked in his family business his whole life. His father built it from the ground up. He knows all the facets of the business from sweeping the floor to accounting. He has a business degree and understands this side very well. He is innovative and an early adopter. He loves creative different solutions and is not afraid to try new things. He shops online via desktop, attends networking events & conferences, and is on Facebook. Honesty, integrity, & Quality of Service is what he wants to maintain while his business grows.

Walter knows for his business to thrive in today's world he needs to tap into other veins of clientele. He's aware the world of marketing is changing - and he wants his business to grow from where his father left off. He is aware in order to reach these potential customers he must increase his online presence. He has a lot of current clients, but needs to change with the times of his industry. He buys the latest equipment for his business and needs to do the same with his marketing.

Walter is confident and knows his strengths and weaknesses. He knows where he lacks knowledge is marketing. He wants to create a legacy; something he can pass to his son, so he is dedicated to the longevity of his projects. He is not afraid to take risks and embraces new technology, concepts and different approaches. He wants an expert team who provides creative solutions and innovative ideas to help his business grow.

BEST PRACTICES FOR BUILDING BUYER PERSONAS



Focus on motives behind behaviors.



Keep personas fictional, but still realistic.



Choose one primary persona.



Tell your persona's story.

COMMON BUYER PERSONA MISTAKES

1. Basing your personas on outdated information
2. Too many personas
3. Not thinking about negative personas

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of the same color. The icons are arranged in a grid-like pattern across the entire page.

2 UPDATING YOUR BUYER PERSONAS

DEVELOPING BUYER PERSONAS ALLOWS YOU TO:

- Create content and messaging that appeals to your target audience
- Personalize your marketing for different segments
- Guide product and service development
- Help you overcome challenges that you face as a marketer

Your buyer personas
are never complete.

Updating your buyer personas is just as
important as creating them.



Quick Poll: When was the last time you updated your buyer personas?



Use the different seasons as a reminder to **revisit and update** your buyer personas.



USE DIFFERENT CONTACT PROFILES TO UPDATE YOUR PERSONA

Lindsay Thibeault

HubSpot

+ Add/Remove from lists

✉ Opt out of email

▾ More actions



First touch

2 Years Ago

Direct Traffic

Last touch

8 Hours Ago

Webinar event

Lifecycle stage

Customer

Since November 25 2014

Starred Properties

Showing 4,242 interactions ▾



← Return to all contacts

Contact details

Overview

Properties

Company

Workflows

Property History

List Memberships

Contact research

Search in Google

View in Salesforce

Public contact URL

July

1 Webinar event

29 Emails

27 Events

1 Website visit

6 Automation events

17 List memberships

3 Twitter events

5 Salesforce syncs



Attended [The 2014-2015 #HUBPARTNER Broadcast Monthly Webinar Series](#) for an hour

Jul 16 2015 at 11:45 AM



[How to Use Excel to Run a Blog Content Analysis](#)

Jul 15 2015 at 1:41 PM



Clicked



[Integrate HubSpot with Your SaaS Product to Create Context-Aware Marketi...](#)

Jul 7 2015 at 3:16 PM



Clicked

[Show all 81 interactions from July](#)

June



[4 Lessons You'll Learn at INBOUND 2015 Training Day](#)



WHAT INFO CAN YOU PULL FROM MY PROFILE?

Lindsay Thibeault

HubSpot



[Return to all contacts](#)

Contact details

Overview

[Properties](#)

[Company](#)

[Workflows](#)

[Property History](#)

[List Memberships](#)

[Contact research](#)

[Search in Google](#)

[View in Salesforce](#)

[Public contact URL](#)

[+ Add/Remove from lists](#)

[✉ Opt out of email](#)

[▾ More actions](#)

First touch

2 Years Ago

[Direct Traffic](#)

Last touch

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Lifecycle stage

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Jul 7 2015 at 3:16 PM



Clicked

[Show all 81 interactions from July](#)

June



[4 Lessons You'll Learn at INBOUND 2015 Training Day](#)



PERSONA RESEARCH TECHNIQUE:

Use HubSpot lead intelligence to identify behavioral trends

What topics
are they
reading about?

What social
media networks
do they use?

What types of
content do they
gravitate towards?

The screenshot displays the HubSpot contact profile for Lindsay Thibeault. At the top, there are options to '+ Add/Remove from lists', 'Opt out of email', and 'More actions'. The profile includes a photo of Lindsay Thibeault and a 'HubSpot' logo. Key metrics are shown: 'First touch' 2 Years Ago (Direct Traffic), 'Last touch' 8 Hours Ago (Webinar event), and 'Lifecycle stage' Customer (Since November 25 2014). Below this is the 'Starred Properties' section. The main area shows a list of interactions, with a dropdown menu set to 'Showing 4,242 interactions'. The interactions are categorized by month: July and June. Each interaction includes an icon, a title, a date and time, and a status (e.g., 'Clicked').

Month	Interaction	Date/Time	Status
July	Attended The 2014-2015 #HUBPARTNER Broadcast Monthly Webinar Series for an hour	Jul 16 2015 at 11:45 AM	
July	How to Use Excel to Run a Blog Content Analysis	Jul 15 2015 at 1:41 PM	Clicked
July	Integrate HubSpot with Your SaaS Product to Create Context-Aware Marketi...	Jul 7 2015 at 3:16 PM	Clicked
June	4 Lessons You'll Learn at INBOUND 2015 Training Day	Jun 29 2015 at 11:19 AM	Clicked
June	The 100 Most Popular Emojis on Instagram [Infographic]	Jun 29 2015 at 10:27 AM	Clicked
June	Watched HubSpot Campaigns App on your page	Jun 9 2015 at 2:55 PM	

Summary of interactions for July:

- 1 Webinar event
- 29 Emails
- 27 Events
- 1 Website visit
- 6 Automation events
- 17 List memberships
- 3 Twitter events
- 5 Salesforce syncs

Summary of interactions for June:

- 1 Wistia video view
- 1 Form submission
- 78 Emails
- 26 Events
- 3 Website visits
- 16 Automation events



Be ruthless when updating your personas.

If you don't have enough information on a particular persona, **remove it**. In fact, don't be afraid to add or remove personas over time.

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like pattern across the entire page.

3 SEGMENTING YOUR BUYER PERSONAS



It's true. You might have
too many buyer personas.



Start with **one core persona** and build from there.





Once you start to analyze, you'll start to see where one persona ends and another begins.

WAYS TO SEGMENT YOUR PERSONAS

- Company size
- Location
- Role or responsibilities
- Common pain points
- Common goals
- Your product or service

How are your
buyer personas segmented?

Segment your **contacts** by personas.





Contacts All Time ↓ Add Persona				
Total	Leads	MQL	Customers	
1402	1380	73	24	
	Adventurous Amy 5.13% 2	1000	24	5
	Business Beth 0.00% 0	324	45	18
	Non-Profit Nick 2.56% 1	23	4	0
	No Persona ⓘ 92.31% 36	33	0	1

To test your segmentation strategy, an individual contact should only fit as **one persona**.



Contact X



Contacts All Time ↓ Add Persona				
Total	Leads	MQL	Customers	
1402	1380	73	24	
 Adventurous Amy 5.13% 2	1000	24	5	
 Business Beth 0.00% 0	324	45	18	
 Non-Profit Nick 2.56% 1	23	4	0	
 No Persona ⓘ 92.31% 36	33	0	1	

Your contacts can **identify** with a persona when they fill out a form.

[Print persona](#) [Edit persona](#) [Delete persona](#)



I am a...
Working Professional

Internal Notes

Roles	VP of Sales
Goals	Looking for the next adventure
Challenges	Not enough time, not enough resources

Create Persona

Step 3 of 4

Create a form field

When you add this new field to a form, your contacts will be able to self-identify as this persona.

Form example

Email *

How would you describe yourself?

Submit

How would this persona describe herself on a form? (Required)
Important: The field you create will be seen by your visitors!

Previous step

Done

The form field answers the question of how the **contact** would describe themselves on a form.

By creating a form field option, you are creating a drop-down form property option.

WHEN SHOULD YOU REMOVE A BUYER PERSONA?

- When the buyer persona is vague
- When your company removes a product or service
- When you recognize negative traits

The background of the slide is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of the same color. The icons are arranged in a grid-like pattern across the entire page.

4 CREATING NEGATIVE BUYER PERSONAS

How many of you have a
negative buyer persona?

Negative Personas are:

A semi-fictional representation of who you don't want as a customer. It will save you and your team time and money in the long run, as you won't waste time marketing and selling to this persona.

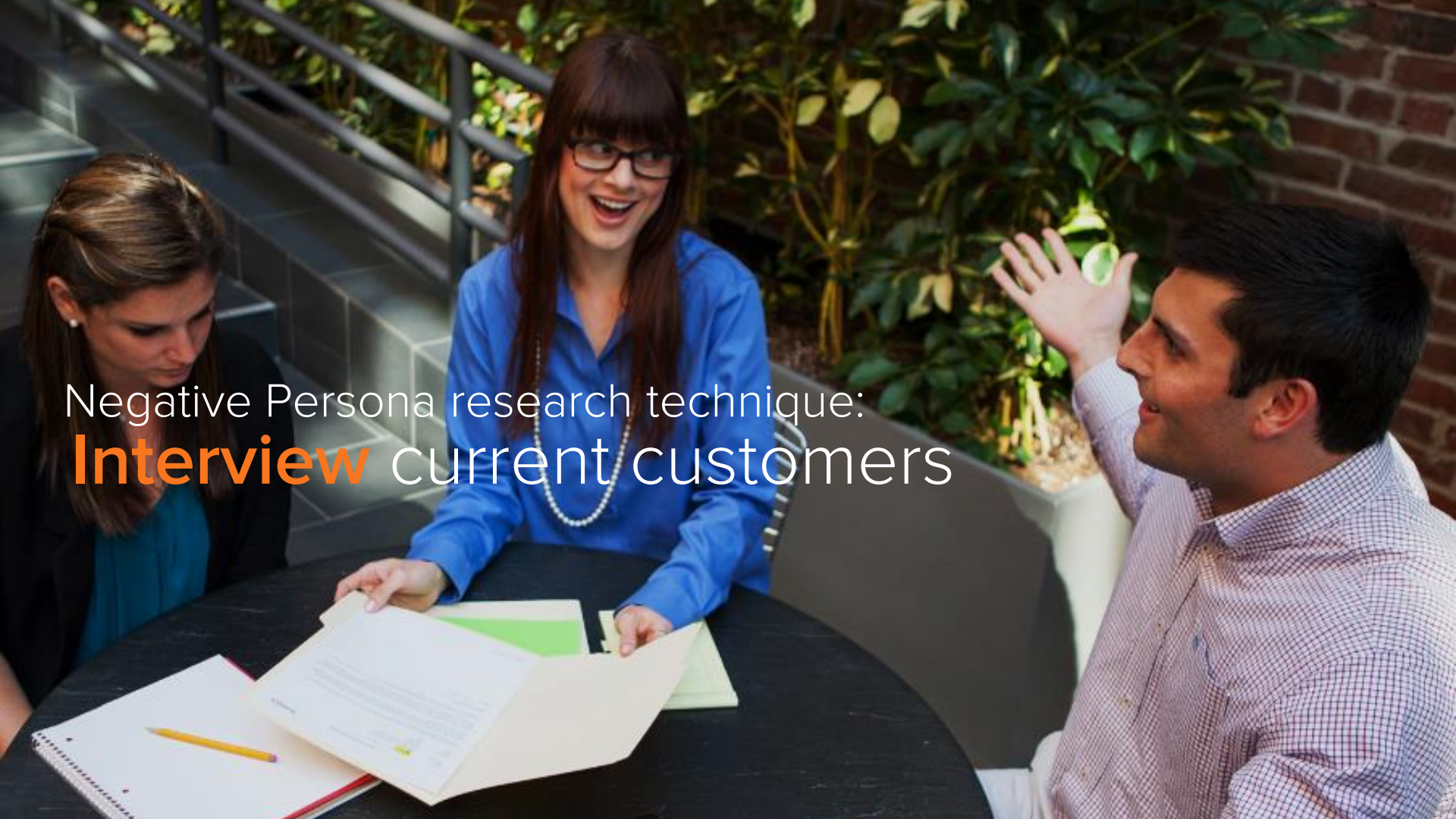


CHARACTERISTICS OF A NEGATIVE PERSONA

- They may be far too expensive to acquire as a customer
- They will never buy your product or service
- They are too advanced for your product or service
- They are students engaging with your content for research

STEPS TO CREATE A **NEGATIVE** PERSONA

1. Identify questions to ask to develop your negative persona.
2. Determine how you'll research your negative personas.
3. Compile research and answers to your paraphrased version of questions.
4. Use the buyer persona-building best practices to transform your notes into a complete negative persona.



Negative Persona research technique:
Interview current customers

The background of the slide is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly more prominent than others.

5 NEXT STEPS AND RESOURCES

BROADCAST NEXT STEPS

- 1 Review your primary buyer persona and make updates
- 2 Collect persona information from HubSpot lead intelligence
- 3 Confirm your personas are properly segmented in HubSpot
- 4 Research and develop a negative buyer persona

BROADCAST RESOURCES

- 1 Introduction to Buyer Personas training
- 2 Everything Marketers Need to Know About Creating Exclusionary Persona
- 3 8 Rookie Mistakes You Might Be Making With Buyer Personas

HAVE A QUESTION?

Type it in the chat pane, now!



THANK YOU.

HubSpot
Academy 