How To Develop Amazing
BUYER PERSONAS

NOW
MARKETING GROUP

Building your online relationship marketing strategy needs to start with "WHO."

Who is your ideal audience, that bread and butter client, your big fish? We have developed a process to help you identify your key audience group(s) aka your Buyer Personas. In our Buyer Persona workbook you'll learn how to create your own personas specific to your business. Starting with your "who" allows you to create a content strategy which will truly convert because it's based on writing copy that speaks directly to who you're trying to reach.

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.

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

What Are Negative Personas?

We just defined that a buyer persona is a representation of an *ideal* customer. It's also important to identify your negative -- or "exclusionary" -- persona(s) as a representation of who you *don't* want as a customer.

This could include, for example, professionals who are too advanced for your product or service, students who are only engaging with your content for research/knowledge, or potential customers who are just too expensive to acquire (because of a low average sale price, or their unlikeliness to purchase again).

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.

If you take the time to create negative personas, you'll have the added advantage of being able to segment out the "bad apples" from the rest of your contacts, which can help you achieve a lower cost-per-lead and cost-per-customer (and see higher sales productivity).

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.
- 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.)
- 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? What generalizations can they make about the different types of customers you serve best?)

Let's Get Started:

We want to introduce you to First Freddy. By outlining First Freddy's key details we are creating an identity in which to target. We know his goals, how he consumes his information, his hesitations and pain points, and how we need to tailor our communications to Freddy.

Your Persona Name: **1** **First Freddy**

SECTION 1: WHO?

- President of the company or is the business owner
- Been with the company for 15 years
- Married with 2 children

THEIR STORY **2**

Career path? What are there daily activities and social interests.

- Male
- Age 40-55
- Income between: $70,000-$90,000
- Likes the social and convenience aspect of living in the city

INSIGHTS **3**

Age, Gender, Location. What is their demeanor?

- Industry blogs
- Using LinkedIn for professional networking
- Receives mailed/printed news

SOURCES **4**

Where are they going for information? Who are they following online?

Your Persona Name: **First Freddy**

SECTION 2: WHAT?

- Save time and drive sales.
- Wants to be seen as industry leader within their field.

THEIR GOALS **5**

Primary and Secondary

- Not enough time or expertise to manage marketing
- Wears to many hats and it directly involved with most of the roles within the company.

THEIR PAIN POINTS **6**

What problems are they trying to solve?

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

HOW WE HELP **7**

How can we solve their problem and overcome pain points.

Your Persona Name: First Freddy

SECTION 3: WHY?

QUOTES ⑧

Statements from your Persona.

"I don't have time to......"

"I wish I could....."

- "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."

OPPOSITION ⑨

What objections would they have to buying your product or service?

- Worried company data may be lost during software switch.
- Unwilling to spend time training employees on a new system.

Your Persona Name: First Freddy

SECTION 4: HOW?

YOUR MESSAGE ⑩

Explain to your Persona which pain points you solve and how you would help them reach their goals.

- Data transfer is seamless
- No loss of data with automatic backups
- Files stored off site

SUM IT UP ⑪

Tell your Persona why they need your business in three sentences or less.

- Our data transfer software can stream from a range of devices to your PC or cloud storage. Intuitive and easy interface allows for employees get up to speed quickly.

Ready to start building your audience?

We've included a blank worksheet for you to get started, use this outline as a guide to completing your own ideal buyer personas.

Your Persona Name: 1

SECTION 1: WHO?

THEIR STORY 2

Career path? What are there daily activities and social interests.

INSIGHTS 3

Age, Gender, Location. What is their demeanor?

SOURCES 4

Where are they going for information? Who are they following online?

Your Persona Name:

SECTION 2: WHAT?

THEIR GOALS (5)
Primary and Secondary

THEIR PAIN POINTS (6)
What problems are they trying to solve?

HOW WE HELP (7)
How can we solve their problem and overcome pain points.

Your Persona Name:

SECTION 3: WHY?

QUOTES (8)
Statements from your Persona.

"I don't have time to......"

"I wish I could....."

OPPOSITION (9)
What objections would they have to buying your product or service?

Your Persona Name:

SECTION 4: HOW?

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YOUR MESSAGE

Explain to your Persona which pain points you solve and how you would help them reach their goals.

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SUM IT UP

Tell your Persona why they need your business in three sentences or less.

Now that you've defined your 'WHO" you can start to develop your content that will speak directly to each persona. Content that is craveable and will convert your followers into true advocates and fans. You now have a map to making meaningful connections with your ideal audience.