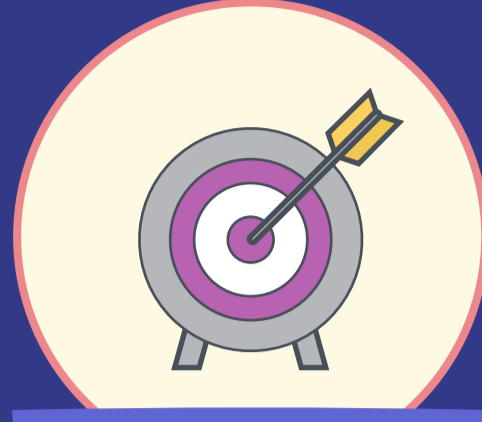




# AUDIENCE PERSONA CREATION GUIDE

Use this as a guide for each of your targeted audiences



## DEFINITION

- Audience personas are **fictional representations** of your ideal customer
- Building personas helps you better **target your audience** with a more personalized and thoughtful marketing strategy



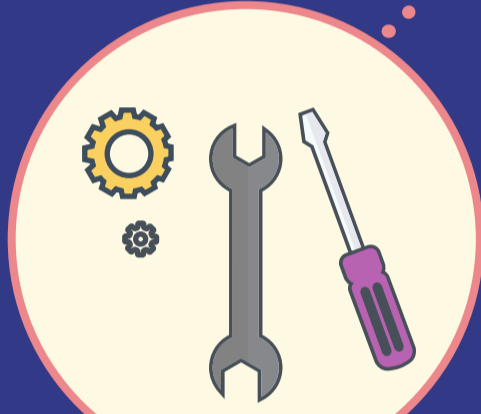
## USE DATA

- Use **interviews or surveys** with current clients to understand your audience
- Review your competitors' users and review studies online to understand **potential audiences**



## GUIDE ACTION

- Take your overall target audience, then divide this group into **3-6 segments**. This can be by demographic, need, experience, etc.
- Determine the **action** you'd like them to take (call your company, request a quote, follow you on Facebook) so your content can help guide them there



## CONSTRUCT EXAMPLES

- Write out **details** about each persona to better understand each
- What's their life like? Where are they online? And most importantly, **what are they looking for** in a product or service?



## FOLLOW BUYER'S CYCLE

- Map out the **buyer's cycle** and then determine what your content will say to the persona at every stage.
- Decide which **forms of content** will be most effective for each message.



## BUILD TRUST

- The next biggest pull for your audience will be how much they can **trust** you.
- Ensure your content builds trust; the more **answers and solutions** you can provide, the better.



## UNDERSTAND EMOTION

- Consider how each **persona feels** at the points of the buyer's cycle
- Write content that speaks to these **emotions**



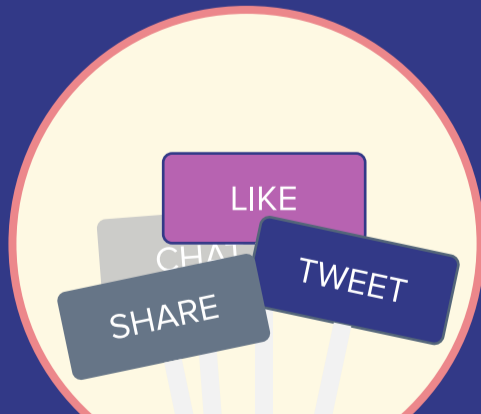
## ANSWER NEEDS

- Make sure **each piece of content** is tagged to a persona and communicates one of the buyer cycle messages.



## STRATEGIZE CONTENT

- Start with more **visual-heavy content** that grabs attention at the start of the cycle
- Shift to more **in-depth content** for the later parts of the buying cycle.



## GET IN FRONT OF THEM

- Use the data you collected to determine **where your personas are online** and **promote your content** on these channels



## Concluding thoughts

- In the end, our best piece of advice is to **study the people your marketing towards**, rather than getting caught up in your content and social media pages.
- Every digital effort should be inspired by these personas, so **take your time** on audience persona construction before anything else.



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