Creating Buyer Personas Inside MCC

Buyer personas are the heart of the marketing process. Every campaign starts with establishing which consumers want to buy your products or services. Research shows that using more specific target markets, or buyer personas, help to create campaigns that are more effective.

On your Initial Intake Call, your Client Success Manager (CSM) will walk you through the Buyer Persona tool inside our Marketing Control Center (MCC). This PDF shows an overview of what the Buyer Persona tool looks like and defines each section. Begin thinking about ideas to fill in these sections for your Initial Intake Call.

Buyer Persona

Once you are in this view, you can create your buyer persona.

Start with your primary persona, this should represent your most profitable/valuable customers. Fill out as many persona descriptors as you can. Be sure to describe a meaningful group of your contacts. Meaningful being that the contacts grouped into this persona have internal similarities that differ from other groups. The persona will ultimately help you to anticipate the needs and pain points of this group of consumers.

Basics

You can create a name for your persona. Use this to describe your persona, for example Technical Ted or Stressed Steven.

The Persona Field is used to describe the type of industry your buyer persona is in (ex. Tele-Communications, IT, Renewable Energy).

Choose a photo that represents your typical persona.

Your personas story will read like a short biography. You can include information about motivations, common difficulties, or even personal details. For the photo above it might read "*Part of corporate management, Vice President of a software company. Drives luxury cars such as a blue Porsche 911 SC with vanity plates. He wears two-tone shirts, and isn't concerned with the newest fashions. He tends to micro-manage and expects employees to work weekends regularly. His main job function is collecting TPS reports. He is interested in managed services so that he can downsize and save company dollars.*"

Internal Notes

Use Roles to describe the usual job title this persona has, for example VP of Sales or Director of IT Systems.

List as many goals and challenges as you can for your persona. This information is extremely valuable through-out the sales cycle and life-time of the customer. You can directly match your solutions to each of these points.

Demographics

List a typical age range for this persona.

Income type has the options of Personal or Business.

To find income range you can use the [Bureau of Labor Statistics](#) website.

If you need education information on buyer personas, check out a few of your contacts LinkedIn profiles. Education will be listed near the bottom of their profile.

Use the Employees field to describe any personnel that will directly impact your sales efforts.

Select which business type best fits your buyer persona.

If location is relevant to your lead, enter the information into the field. You could say that your persona is in urban areas, on the East coast, or is located in a busy office complex.