Designing and Leveraging Buyer Personas

Table of Contents

ISOmantra
Aim • Adapt • Achieve

1

A Brief Introduction to Buyer Personas

What Are Buyer Personas?

Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

![ISOmantra logo — Aim • Adapt • Achieve]

Why Are Buyer Personas So Key?

The personalized and highly targeted capabilities provided by effective buyer personas are how you can be competitive with massive long-tail firms like Amazon.com.

How Are Buyer Personas Created?

Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers – both "good" and "bad" --prospects, and those outside of your contact database who might align with your target audience. You'll collect data that is both qualitative and quantitative to paint a picture of who your ideal customer is, what they value, and how your solution fits into their daily lives.

Exclusionary Personas

Typically identified by the Sales or Services departments of a firm, Exclusionary Personas help us know what types of leads and customers make bad fits for our process or organization. We can use the same method of finding what content attracts them and avoiding it.

Two Types Of Persona Characteristics

Buyer Personas are not an entirely new concept, but they've traditionally focused on demographic characteristics. Because Inbound marketing is fundamentally attraction based – and attraction is a psychographic characteristic – to effectively create content we need to define these characteristics as well.

How Do You Socialize A Buyer Persona?

So you've done the research and conducted all the interviews ... you've finally figured out who your buyer persona is. Congratulations! But how do you communicate that new understanding of your target customer with your entire organization? After all, if your sales and marketing teams don't understand who they're speaking to, it's hard to craft a message that really resonates.

2

How to Present Your Buyer Persona

Insert your company name, as well as the month and year in the gray text on this slide.

Company ABC
# Buyer Persona Overview

Month, Year

Persona Name

BACKGROUND:
- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

DEMOGRAPHICS:
- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

IDENTIFIERS:
- Buzz words
- Mannerisms

You can find this information by administering online surveys of your target audience.
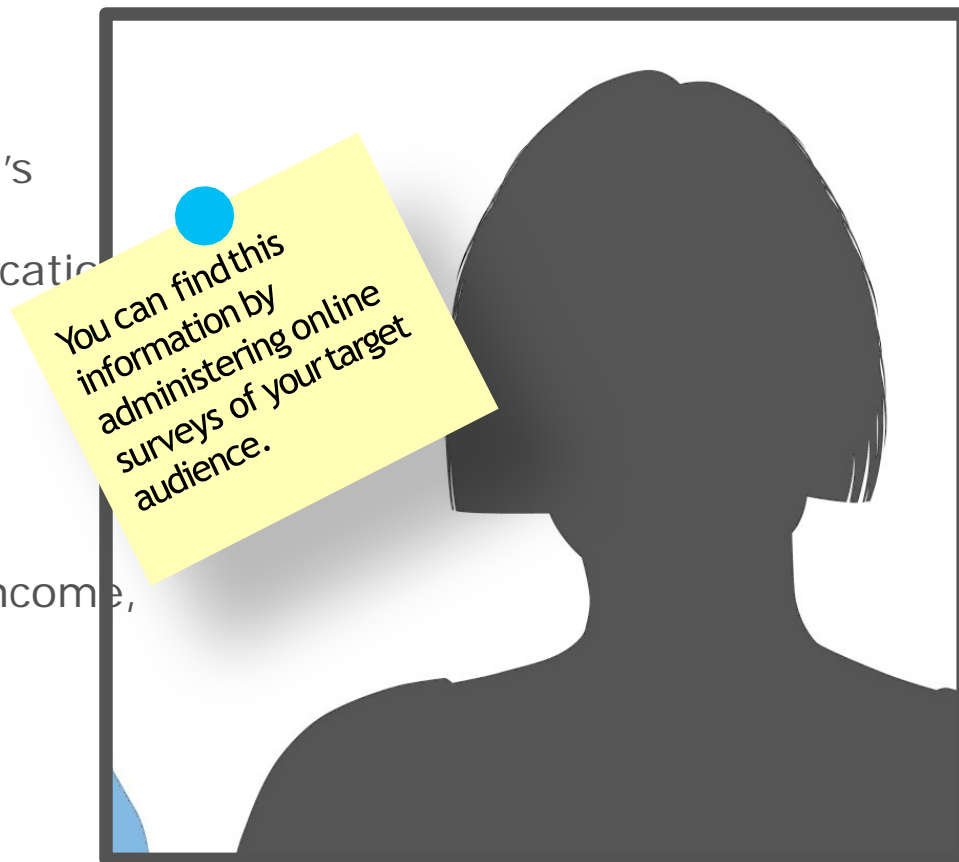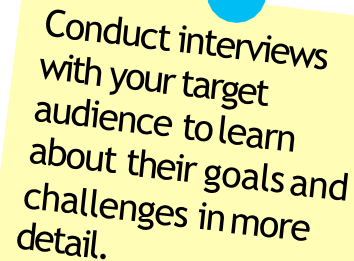
Persona Name

GOALS:
- Persona's primary goal
- Persona's secondary goal

CHALLENGES:
- Primary challenge to persona's success
- Secondary challenge to persona's success

HOW WE HELP:
- How you solve your persona's challenges
- How you help your persona achieve goals

Conduct interviews with your target audience to learn about their goals and challenges in more detail.
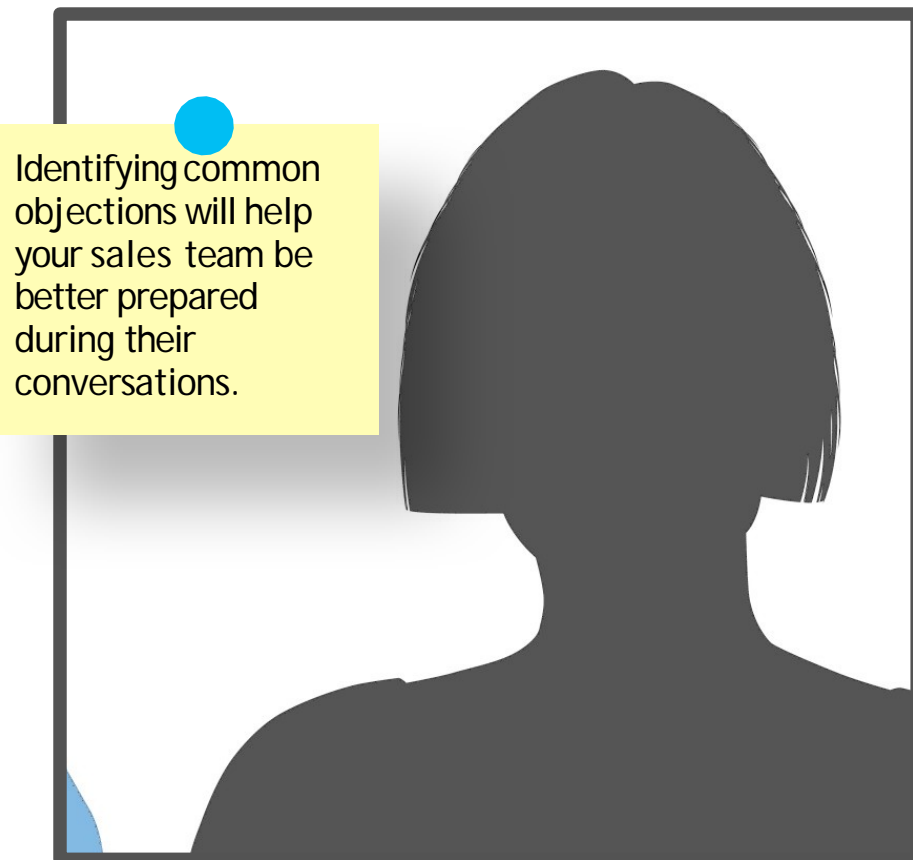
Persona Name

REAL QUOTES:

- Include a few real quotes – taken during your interviews – that represent your persona well. This will make it easier for employees to relate to and understand your persona.

COMMON OBJECTIONS:

- Identify the most common objections your persona will raise during the sales process.

Identifying common objections will help your sales team be better prepared during their conversations.
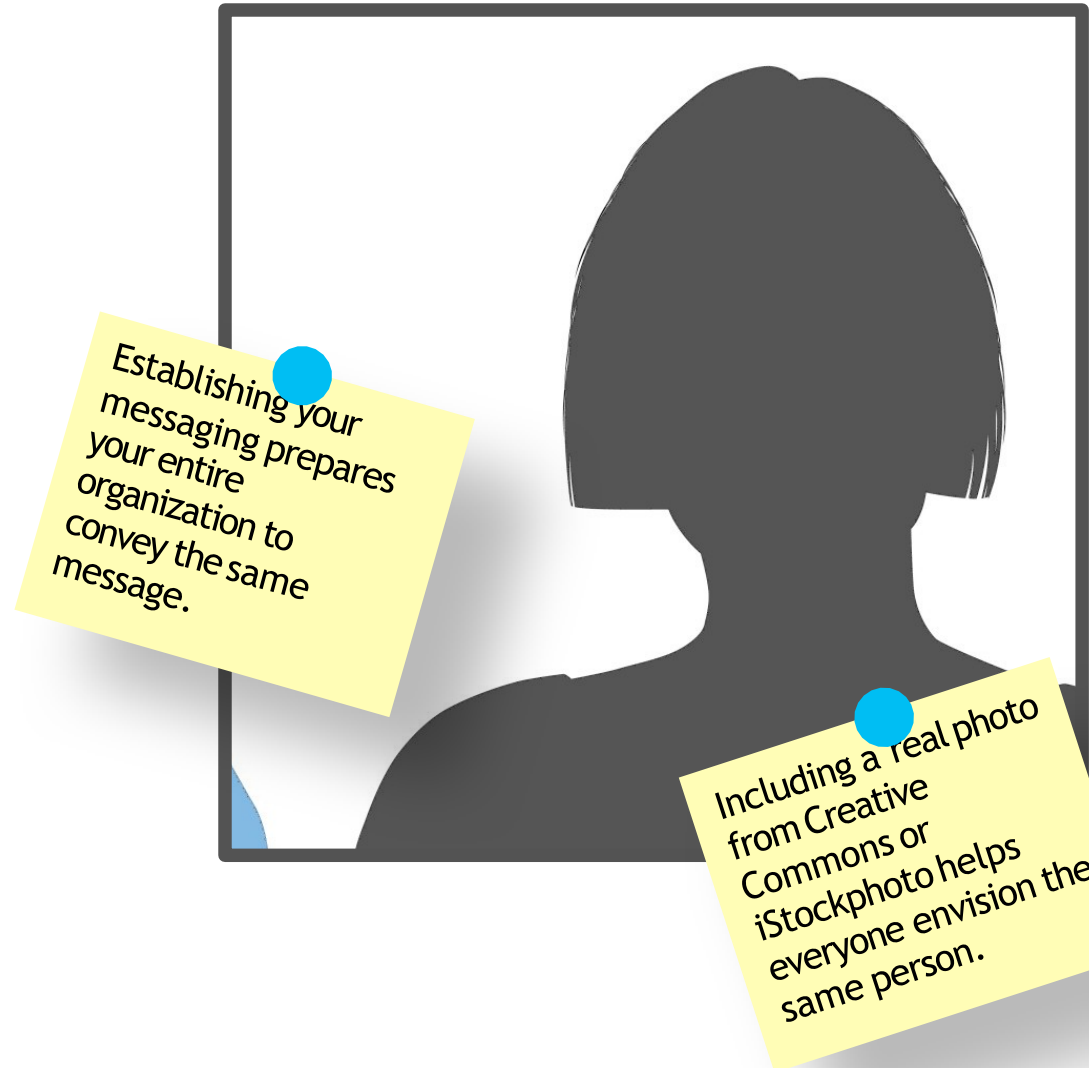
Persona Name

MARKETING MESSAGING:

- How should you describe your solution to your persona?
- Do they respond differently to different messaging (humor, memes, aggressiveness, etc.)

ELEVATOR PITCH:

- Make describing your solution simple and consistent across everyone in your company.

Establishing your messaging prepares your entire organization to convey the same message.

Including a real photo from Creative Commons or iStockphoto helps everyone envision the same person.

3

An Example of a Complete Buyer Persona

Sample Sally

BACKGROUND:
- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

DEMOGRAPHICS:
- Skews female
- Age 30-45
- Dual HH Income: $140,000
- Suburban

IDENTIFIERS:
- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed

Sample Sally

ISOmantra
Aim • Adapt • Achieve

GOALS:

- Keep employees happy and turnover low
- Support legal and finance teams

CHALLENGES:

- Getting everything done with a small staff
- Rolling out changes to the entire company

HOW WE HELP:

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

Sample Sally

REAL QUOTES:

- "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."

COMMON OBJECTIONS:

- I'm worried I'll lose data transitioning to a new system.

- I don't want to have to train the entire company on how to use a new system.

Sample Sally

ISOmantra
Aim • Adapt • Achieve

MARKETING MESSAGING:

- Integrated HR Database Management

ELEVATOR PITCH:

- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.

4

How
Businesses
Use Buyer
Personas

Content Creation

- Blog content
- Non--transactional Conversion Offers
- Website & Graphic Design
- E-mail Copy & Design

Content Creation

- Blog content
- Non-transactional Conversion Offers
- Website & Graphic Design
- E-mail Copy & Design

Sales

- Psychographic Characteristics help sales know how to approach individual leads:
- How does this persona respond to aggressiveness?
- What creates a sense of urgency for them?
- What are the key pain points the solution addresses?
- What's the prospects level of sophistication?

Services

- What's the customer's level of sophistication?

- What are the primary features that attracted the customer?

- What organizational or experiential challenges might hinder implementation?

- What unique use cases can be used to upsell or retain a customer? (DirecTV FTW)

Personas & Unit Economics

- Since Personas are aligned across all elements of the business, you can identify and define individual unit economics by persona.

- This lets marketing and sales know which personas to pursue to drive the most Enterprise Value.

Personas & Customer LTV

- The marketing equation doesn't end with lead
  – or even customer – acquisition.

- Persona characteristics can help identify what messaging and offers an existing customer will respond to that can increase their LTV.

Learn From Our Mistakes:

- HubSpot's ARG

- MEME in E-mail Test

- Ashley Overload

Let's Make A Persona

- Define Demographics
- Define Psychographics
- Name The Persona
- Develop Backstory
- *What's Next?