

Target the **Right** Market at the **Right** Time
with the **Right** Content!



Buyer Personas

How to Create and Utilize Personas
in your Marketing Efforts



Table of Contents

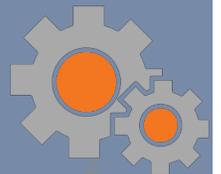
What Are Buyer Personas? Page 3

What Are Negative Personas? Page 4

How Can You Use Personas? Page 5

How Do You Create Personas? Page 8

Blank Templates Page 15



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?

Whereas a buyer persona is a representation of an *ideal* customer, a negative -- or “exclusionary” -- persona is 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, their propensity to churn, or their unlikeliness to purchase again from your company.)



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 Can You Use Personas? (continued)

When combined with lifecycle stage (i.e. how far along someone is in your sales cycle), **buyer personas also allow you to map out and create highly targeted content.**

Weyer Web Works offers a “**Content Mapping Template**” that makes it easier for you to plan out content based on your persona and lifecycle stage. It’s a short Ebook with an example template and additional sample templates for your use.



*“Target the **Right** Market at the **Right** Time with the **Right** Content!”*

Content Mapping Template

Target YOUR Buyer Personas with the Proper Content

The Weyer Web Works logo, consisting of the letters 'WW' in a stylized blue font above the text 'weyer web works' in a smaller blue font. To the right of the text is a grey gear icon with an orange circle in the center.

Copy and Paste this URL to download your Free Guide:
<http://hubs.ly/H016PpR0>

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.



How Do You Create Buyer Personas? (continued)

- ✓ 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. You could also gather information on what forms of social media your leads use by asking a question about social media accounts.)
- ✓ 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?)



How Do You Create Buyer Personas? (continued)

- ✓ **Weyer Web Works / HubSpot customers:** You can create and manage your personas within the Contacts tool. (screenshot to the right)
- ✓ **Customers and non-customers alike:** You can use the following 4-slide template to organize your persona data.
- ✓ First, we'll walk you through an example, then we'll leave you with some blank templates so you can get to it!

Create Persona [Close]

Select persona picture and name Step 1 of 4

A persona picture and name are for you and your team only. Don't worry, you can change them at any time.

Choose a picture for your persona

[Grid of 9 profile pictures, one selected]

[Upload your own photo](#)

What do you call this persona? (Required)

Teacher Ted

[Previous step](#) [Next step](#)

Persona Name:

1

Sample Sally

Section 1: Who?

Background

Job? Career? Family?

2

- ✓ 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

Male / Female? Age? Income? Location?

3

- ✓ Skews female
- ✓ Age 30 - 45
- ✓ Dual HH Income: \$140K
- ✓ Suburban

Identifiers

Demeanor? Communication preferences?

4

- ✓ Calm Demeanor
- ✓ Probably has an assistant screening calls
- ✓ Asks to receive collateral material mailed / printed



Persona Name:

Sample Sally

Section 2: What?

Goals

Primary goal? Secondary goal?

5

- ✓ Keeps employees happy and turnover low
- ✓ Support legal and finance team

Challenges

Primary challenge? Secondary challenge?

6

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

What Can We Do

- to help our persona achieve their goals?
- to help our persona overcome their challenges?

7

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



Persona Name:

Sample Sally

Section 3: Why?

Real Quotes

About goals, challenges, etc?

8

- ✓ "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

Why wouldn't they buy your product/service?

9

- ✓ 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



Persona Name:

Sample Sally

Section 4: How?

Marketing Messaging

How should you describe your solution to your persona?

10

- ✓ Integrated HR Database Management

Elevator Pitch

Sell your persona on your solution!

11

- ✓ 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.



Buyer Personas – Blank Templates

The next (4) pages contain Blank Templates that you can use to create your own Buyer Personas.

Weyer Web Works has pre-made Buyer Persona Blank Templates created in both Word and Excel. Please [contact us](#) directly and we'll forward to you for your own use.



Persona Name:

1

Section 1: Who?

Background

Job? Career? Family?

2

Demographics

Male / Female? Age? Income? Location?

3

Identifiers

Demeanor? Communication preferences?

4



Persona Name:

Section 2: What?

Goals

Primary goal? Secondary goal?

5

Challenges

Primary challenge? Secondary challenge?

6

What Can We Do

- to help our persona achieve their goals?
- to help our persona overcome their challenges?

7



Persona Name:

Section 3: Why?

Real Quotes

About goals, challenges, etc?

8

Common Objections

Why wouldn't they buy
your product/service?

9



Persona Name:

Section 4: How?

Marketing Messaging

How should you describe your solution to your persona?

10

Elevator Pitch

Sell your persona on your solution!

11



WeyerWebWorks is owned by TMC13, LLC; a Florida based consulting firm that was formed in 2008 to provide Web and Interactive design and development, marketing, go-to-market strategy, lead generation and project management. The founder, TJ Weyer, has 15+ years of managing web projects.

Let's collaborate and turn your website and web assets into a lead generation engine to attract, convert and close new customers – and delight existing ones so they continue to come back and continue the inbound marketing cycle.

Experience. Results.

Buyer Personas are a key part of a successful marketing plan. Get an assessment from one of our Inbound Marketing Specialists.

WeyerWebWorks.com/contact

(904) 398-1326

