

How to Create Buyer Personas



Lupo Digital Helps Grow Organisations by Transforming
How They Attract, Engage and Delight Their Customers

Lupo Digital
Empowering world class, sales, customer
success and marketing growth™

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WHAT IS A BUYER PERSONA?

DEFINITION OF A BUYER PERSONA

A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers.

When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better. Buyer personas provide tremendous structure and insight for your company. A detailed buyer persona will help you determine where to focus your time, guide product development, and allow for alignment across the organization. As a result, you will be able to attract the most valuable visitors, leads, and customers to your business. Ready to put this definition into practice?

Learn how to create a detailed buyer persona for your business.

Finance Manager Melanie. Landscaper Larry. Caregiver Cassy

These names refer to personas: fictional, generalised representations of real people. By grouping people into persona categories, it's much easier for marketers, product designers, salespeople, and services people to tailor their content, messaging, product development, and services to different groups of people.

About me

Mandy

Job: Marketing Manager
Age: 29 years



What I do

I am a marketing manager at a large RTO. During weekdays, I am responsible for managing the brand, company websites, marketing strategy, marketing collateral, promotions, marketing budget and marketing ROI, as well as attracting and converting leads. I have two to five staff members reporting to me, who I manage daily. I deal with deadlines and manage requests of information and services by heads of department. I also liaise with external agencies. I am very career focussed right now. I mostly work long hours, but after work I try to exercise and then grab a ready-made meal on the way home or meet a friend out for dinner. On weekends, I am out meeting with friends for lunches, at the beach or shopping. I like to go out clubbing sometimes to release stress. I work hard and play hard.

Education/qualifications

Bachelor of Communications / Marketing

How I am measured

- Brand management
- Attracting visitors
- Converting leads to students
- Managing budget

Who I work with

- I work with my marketing team
- CEO and heads of department
- SEO and Social Media marketing agencies for outsourced digital strategy

BUYER PERSONA VS BUYER PROFILE

WHAT IS AN IDEAL BUYER PROFILE?

Buyer profiles define the different buying patterns of companies you ideally aim to business with.

Before you can identify potential buyers, you need to define which buyers you can help and which you can't. The ideal **buyer profile** defines which companies are a good fit for your offering and which ones are not. If you are a B2B company, the definition of a buyer profile should be at the company level, not the contact level -- that is, even if your point of contact doesn't typically make the purchasing decision, they're still valuable to speak with if their company matches your ideal buyer profile.

Six questions you should ask yourself to identify your ideal buyer profile:

Q1

Are there company sizes that are ideal or not ideal who would buy your product?

Q2

Do you define company size as employees, revenue, customers, or another metric?

Q3

Are there industries or verticals that are ideal or not ideal?

Q4

Are there geographic locations that are ideal or not ideal?

Q5

Are B2B customers better than B2C?

Q6

Are there other attributes that make the buyer ideal or not ideal?

WHY IS A BUYER PERSONA IMPORTANT?

You won't be able to position what you're selling to meet customers' (and potential customers') needs without knowing who they are. How well do you know your ideal customers' backgrounds, their goals, and their challenges? How well do you understand their interests and needs? Do you know how old they are? Where they went to school? Whether they have kids? What a day-in-the-life looks like?

These questions may sound specific, but here's the thing...



Creating very specific buyer personas can dramatically improve your business results.

Without knowing the answers to questions like these, it's difficult for a business to create an effective strategy to attract, sell to, and delight more of those types of people. In order to grow, you need to understand your ideal customers inside and out and integrate that research across your entire business including various job roles across the internal business functions.



It is important to know:

What Buyer Persona (s) are, how you can use them, and how to create them. Keep scrolling and you'll find out how to create buyer personas for your business.

Buyer personas are an essential component of any inbound marketing campaign. Without them, you're like Iron Man without his AI assistant - flying blind.

HOW CAN YOU USE BUYER PERSONAS?

- At the most basic level, personas allow you to personalise 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 those that you specifically do not want to target from the rest of your contacts. This can help you achieve a lower cost-per-lead and cost-per-customer (and see higher sales productivity) because this highly focused approach will only attract precisely the right target persona(s).
- 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 and identify conversion points.

“

Buyers are 48% more likely to consider a solution that personalise their marketing to address their specific business issues

ITSMA

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

Interview customers -- and potential customers -- either in person or over the phone, to discover what they like about your product or service. Ask questions about their job role and title, what a typical day-in-the-life looks like (both at work and outside of work), what tools they use in their job, what their challenges are, how they learn new information or acquire new skills, where they're from, how they search for information on the internet, and so on..

LOOK FOR BEHAVIOURAL TRENDS

Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.

OPTIMISE FORMS FOR YOUR PERSONA.

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.

TALK TO YOUR SALES TEAM

Consider 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 generalisations can they make about the different types of customers you serve best?

Bonus Tip: Start with one, core persona and build up from there

Your content strategy should align with your ideal buyer persona(s). To ensure the exercise and approach is not too daunting, start with the persona that results or will result the most critical mass, respective to sales and contact engagement.

Remember: the reason you're creating personas is so you can create an experience that resonates with each of them. This will lead you to having a far clearer picture of the persona your marketing should be targeting. There should be clear differentiators between each one of your personas.

PERSONA EXAMPLE

Here's an example of a persona we created using the HubSpot buyer persona template which [you can download](#). We'll call her Sample Sally.

● SECTION 1: THE "WHO?"

In the first section, you'll fill out your persona's background, demographics, and identifiers (like demeanor and communication preferences).

BACKGROUND Job? Career path? Family?	2	<ul style="list-style-type: none">• 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 or female? Age? Income? Location?	3	<ul style="list-style-type: none">• Skews female• Age 30-45• Dual HH Income: \$140,000• Suburban
IDENTIFIERS Demeanor? Communication preferences?	4	<ul style="list-style-type: none">• Calm demeanor• Probably has an assistant screening calls• Asks to receive collateral mailed/printed

Tip: to help when planning and building the 'who' of your buyer persona(s), think of this exercise like the process one would go through when choosing a gift for someone; it helps to think of as much about the individual as possible, relating to their background, personality and content. This is similar to our buyer persona(s) discovery process for background, demographics and identifiers.

PERSONA EXAMPLE

SECTION 2: THE “WHAT”

Next, you'll fill in your persona's goals and challenges, followed by what your business can do to help them achieve their goals and overcome their challenges.

GOALS Primary goal? Secondary goal?	5 <ul style="list-style-type: none">• Keep employees happy and turnover low• Support legal and finance teams
CHALLENGES Primary challenge? Secondary challenge?	6 <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• Make it easy to manage all employee data in one place• Integrate with legal and finance teams' systems

PERSONA EXAMPLE

SECTION 3: THE “WHY”

Here’s where you can input real quotes from customers and potential customers from the surveys and interviews you conducted for persona research. You can also input common objections -- reasons your ideal buyers have said they wouldn’t want to buy your offering.

The image shows two example cards from a persona research tool. Each card has a light beige background with a subtle diagonal line pattern. A vertical blue line runs down the center of each card, with an orange circle containing a white number (8 and 9 respectively) positioned on it. To the left of the line, the title is in a bold, sans-serif font, and below it is a smaller subtitle. To the right of the line, there is a bulleted list of text.

REAL QUOTES
About goals, challenges, etc.

- "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?

- 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.

“**A Marketing Sherpa case study found that buyer personas added the following value:**

- 900% increase in length of visit,
- 171% increase in marketing-generated revenue,
- 111% increase in email open rate,
- 100% increase in the number of pages visited.

Act-On

PERSONA EXAMPLE

● SECTION 4: THE “HOW”

Finally, you can fill in the marketing messaging you want to use for this particular target buyer. How should you describe your offering to this persona? What's your elevator pitch to them?

The image shows two example slides from a presentation. The top slide is titled 'MARKETING MESSAGING' with the subtitle 'How should you describe your solution to your persona?'. It features a blue vertical line on the left and a red circle with the number '10' on the right. The main content is a bullet point: 'Integrated HR Database Management'. The bottom slide is titled 'ELEVATOR PITCH' with the subtitle 'Sell your persona on your solution!'. It also features a blue vertical line on the left and a red circle with the number '11' on the right. The main content is a bullet point: '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.'

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.

Tip: once you've created formal buyer persona(s), review and update (if necessary) your Brand Identity Guidelines and related assets (including Tone of Voice), since these may require adjustment and update, better suited and aligned to your newly defined buyer persona(s).

Use this example as a guide to customise your own buyer personas, and use them to organise your audience segments and strengthen your marketing.

HOW LUPO DIGITAL CAN HELP YOU

We're specialists in aligning your conversations with your inbound marketing strategy



We help businesses increase revenue, reduce cost and improve efficiency.



We understand the challenges of finding, nurturing and converting leads into customers. We know what it's like for your sales team to fight for your customers' attention.



CONTACT US

We create digital marketing machines that will grow your business.

Lupo Digital offer full digital business solutions. We can build back-end integration and full customer experience solutions.

GET IN TOUCH

Interested? We'd love to hear from you.



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