

WORKBOOK

Macleod & Co. The Holistic Marketing Agency™

BUYER PERSONA WORKBOOK

How to create highly targeted
content with buyer personas

Buyer Persona Workbook

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.)

DEVELOPING PERSONAS

Buyer personas are a crucial component of successful inbound marketing, particularly for the sales and marketing departments. After all, the marketing team needs to know to whom they are marketing, and the sales team needs to know to whom they are selling.

BEST PRACTICES FOR BUILDING PERSONAS:

- ① **Focus on motives behind behaviors:** pay attention to not just *what* someone is doing, but *why* they're doing it
- ② **Keep personas fictional, but still realistic.** No one has a one-size fits all customer; don't define your persona by describing just one real person.
- ③ **Tell your persona's story.** Don't just list facts about them; weave those facts into a detailed representation of who this persona is as a person.

HOW CAN YOU USE PERSONAS?

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.

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.
- 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?)

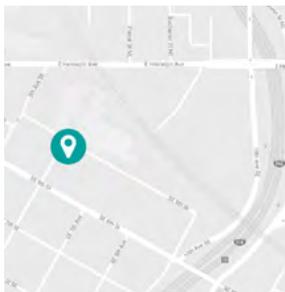
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QUESTIONS TO ASK:

How would they describe themselves?	
What is their background? Job? Career path? Family?	
What is their demographic information? Gender, age, income range, education level, location, etc.	
What is their demeanor like? What are their communication preferences?	
What does a day in their life look like?	
What are their pain points? What can you help them solve?	
What are their most common objections to your product or service? Why wouldn't they buy your product or service?	
What experience are they looking for when seeking out your products or services?	
Where do they go to seek out information? Search engines, social media, blogs, friends and family, online reviews, retail store?	
What do they value most? What are their goals? How can you help them achieve their goals?	

SO, NOW WHAT?

Now that you've fully profiled your buyer, you can use this information to craft the perfect message tailored specifically for them at each stage of the sales cycle. Where do they seek out information and how can you reach them in those places? Why is your solution perfect for someone like them? How can your product or service make their life easier or alleviate a pain point they're currently experiencing? Your buyer personas are the perfect springboards for crafting highly customized marketing messages that capture the attention of your targets, convert them customers, and increase your bottom line.



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610 9th Street SE, Suite 009 | Minneapolis, MN 55414

612.315.5200

hello@macleodandco.com

www.macleodandco.com