



How to Create & Use Personas



**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.

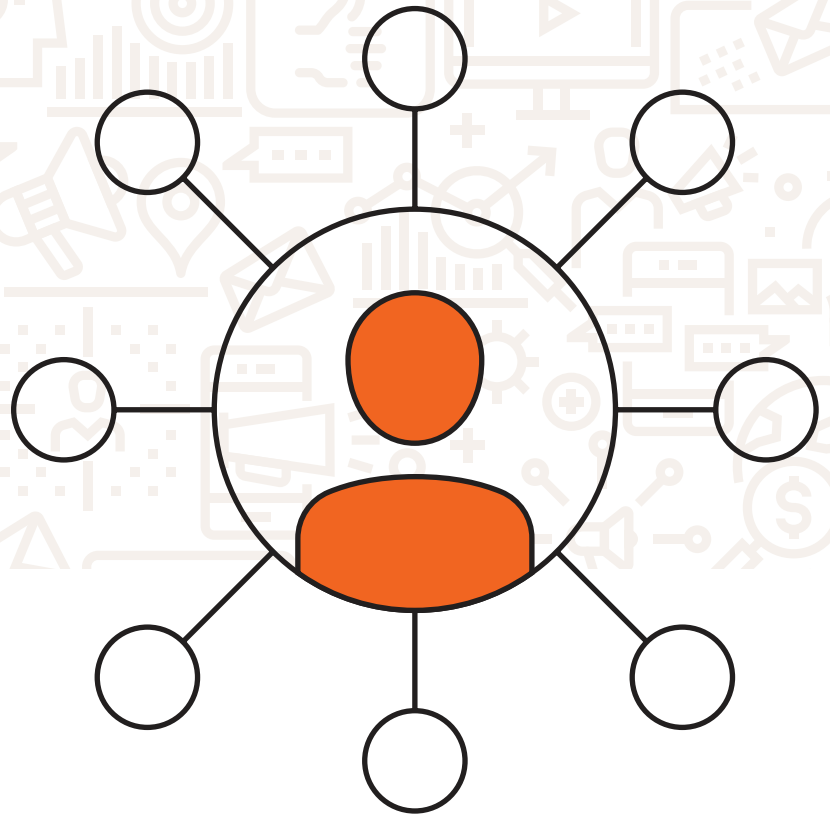


How Can You Use Personas?

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).

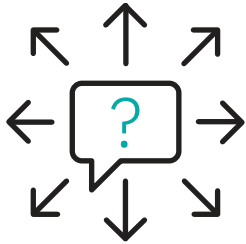
When combined with lifecycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content.



How Do You Create 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?)





Building A Persona

A persona should help tell a story – a story about your fictional, generalized representations of your ideal customers. Include as many of the following components in building out the persona. The more facets you include, the more effective the persona will become.

Name

Give your persona a name. Giving the persona a name – a descriptive name – will help to utilize the persona during discussions. A name like David is generic, but Director David gives more context. Before settling on a name, be sure to consider the message it sends audiences and the information it conveys.

Image

Adding an image to your persona gives an extra level of context. Choose an image that reflects the descriptions used in the persona and consider using an image that shows the individual in a space where the persona would be seen.

Quote

Many personas help capture an objective or pain point – include a quote for your persona that helps to bring that objective to life. This is the perfect place to use quotes or comments from real life customers or clients.

Demographics

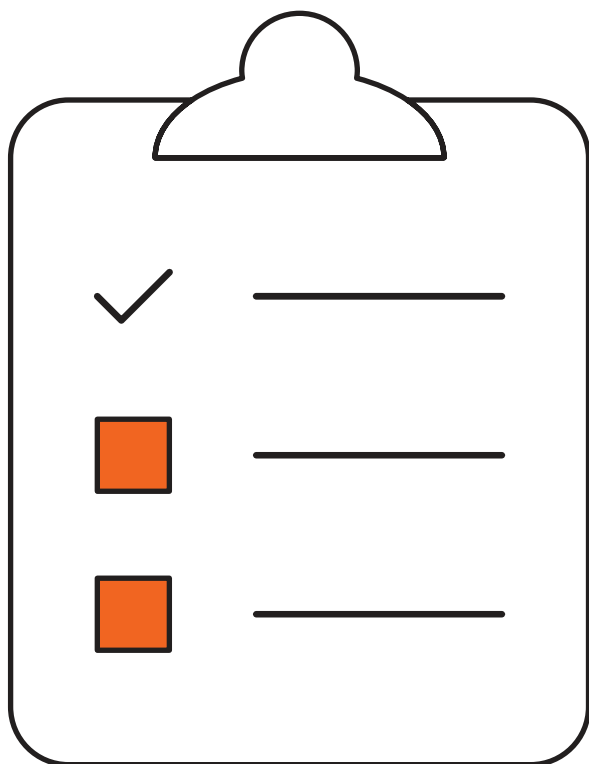
Based on trends from your actual audience, include demographics as a quick insight into the persona's background, lifestyle and behaviors. Use data such as geographic location, age, gender, marital status, devices used and favorite social media channels.

Personality

Think of your audience. What are their key personality traits? This will help you identify what motivates your audience and what types of content would appeal to them.

Goals

Try to describe what the persona is trying to accomplish. Is your product helping them with an aspect of their job? Is it relieving a certain pain point? Try to capture what the end goal is for this persona.

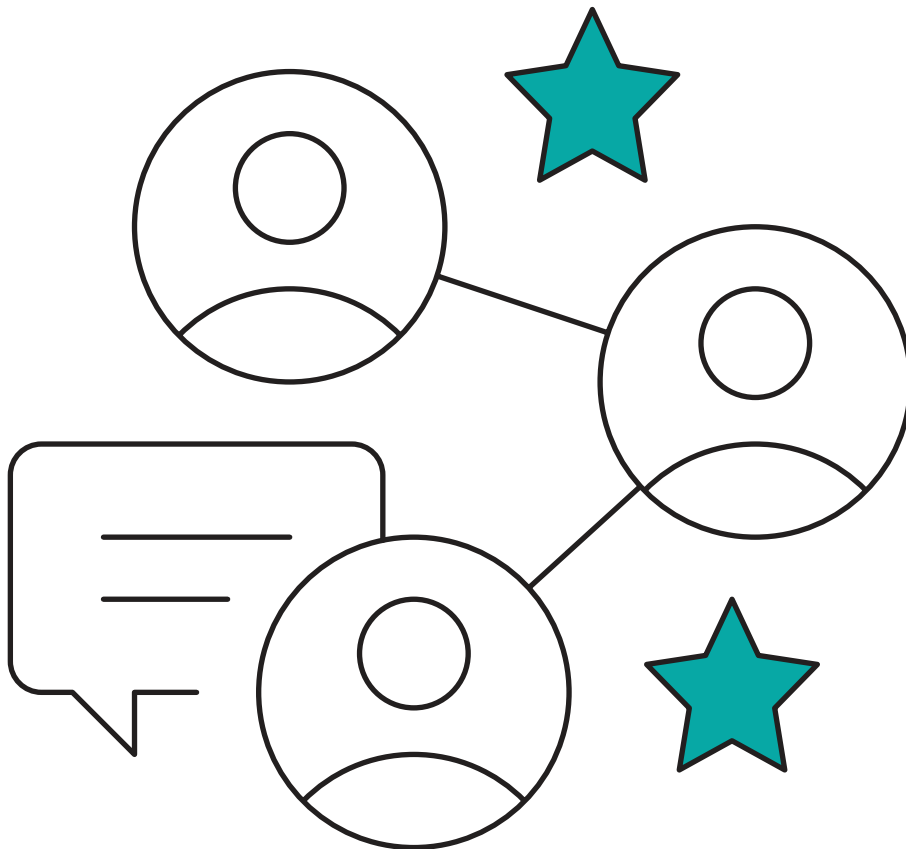


When it comes to focusing your product offering, this is the most important component. What is preventing the persona from accomplishing their goals? Are there current solutions that are either incomplete or inaccessible? Try to include aspects of your product that stand out from alternatives.

Product Offering

Understanding the goals of your persona, how does your product help them achieve their goals while addressing their challenges? Try to phrase this as simple, clear product offerings or descriptions.

How will you describe your solutions to the persona? Describe how you would essentially 'sell' your persona on the proposed solution. Think of an elevator pitch – a clear offering that addresses the persona's goal.



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TODAY.**



Pull it all together

Bring these components together and organize them into a single page. Create multiple personas to represent the different parts of your target audience. Once these are created, print them out and have them ready as reference when you and your team have group discussions.

Referring back to the personas will:

- Help you focus on creating solutions, products and services that your audience will use
- Ensure that your marketing efforts are communicating the right message
- Help create effective methods of measuring success and effectiveness



Let's make things happen

We welcome the opportunity to work with your business. Contact us to get started.

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