



&Tips tricks **Smart Marketers**

To Build A Precise
Buyer Persona For

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ABSTRACT

The advent of new technologies and internet has given rise to various online marketing channels like social media marketing, email marketing and so on. Most of the companies with varied sizes prefer these marketing channels to reach their customers. These marketing channels overrule the geographical limitations and time constraints to help in building cost effective marketing campaigns. But the designed marketing strategies can yield productive marketing campaigns only if the marketers reach appropriate customers who like to buy the company's products or services. To achieve this, marketers need to build detailed buyer personas and customize their marketing strategy. Marketers looking for a resource to get a clear picture about buyer persona and its importance in marketing activities can refer this white paper as it provides:



Brief information on buyer persona in the first section



Steps involved in creation of a detailed white paper



Important reasons to build buyer profiles

KNOW YOUR BUYER PERSONA

Buyer persona is the description of an ideal customer created based on market research and existing real data. It helps marketers to understand the needs of the target customers like goals, pain points, challenges, general demographics as well as biographic information and communication preferences. Basically, it consists of all the factors that a marketer has to address to influence potential customers. In addition, it helps marketers to connect with their decision makers and potential customers also. Hence, it is very important for marketers to understand the behavior and characteristics of the customer. Below mentioned image depicts the characteristics of few common buyer personas.

BUYER PERSONAS PROFILE



Characteristics of six common buyer personas

Decisive

Positive traits

These buyers are directive, proactive, result-oriented and possess the urge to win. Choose to be decisive, active and assertive in solving problems.

Negative traits

Lack tactics, dogmatic in nature and force marketers to complete the tasks tasks within the timeline.

Collaborative

Positive traits

These buyers are deliberative, tactful, diplomatic, and adaptable. Prefer to solve problems with others.

Negative traits

No such negative traits to consider

Relationship maker

Positive traits

These buyers are interactive, enthusiastic, and a good team player. As a creative problem solver they like to involve in social interaction and engagement.

Negative traits

They don't have negative traits that limit the business owner's marketing strategies.

Innovator

Positive traits

These buyers do not depend on previous data to make decisions. They create ideas, strategies which are independent of rules. They are informal and solve problem creatively.

Negative traits

Marketers can easily approach them with creative ideas as they have negligible negative traits.

Analytical expert

Positive traits

These buyers completely depend on data and follow regulations, and procedures. As a comprehensive problem solver they inspect the problem from different perspectives.

Negative traits

They don't have negative traits that commonly concern marketers to approach them.

Skeptical

Positive traits

Skeptical buyers are introspective and give importance to critical thinking and stability. It takes time and effort to build trust with skeptical buyers.

Negative traits

They pick marketing solutions that are practical and suit the company best.

BEHAVIOR PATTERN OF A BUYER

Very often consumer thinks rationally before purchasing any product. Hence, based on their involvement while purchasing the product, buyer's behavior pattern is categorized in to four groups

Complex buying behavior

- Here buyer involves at higher rate while buying a product with significant difference in brands.



- In this case, customer involvement is low and there exists a significant difference between brands.

Variety seeking behavior

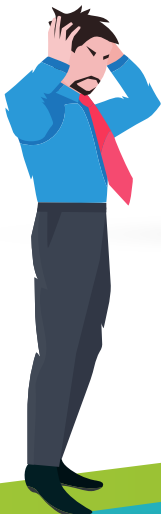
Habitual buying behavior

- Here buyer involvement is high but there is less difference between brands.



- In this case, consumer involves less while buying a product with less differences between brands.

Dissonance buying behavior



Both characteristics of six common buyer personas and behavior pattern of a buyer help marketers to build an effective buyer persona. As the characteristics of six common buyers briefly explain the nature of different buyer personas and their perspective towards marketing solutions, the behavior pattern of a buyer helps marketers in analyze and market the products or services according to their prospect's requirement. However, understanding the buyer persona and addressing consumer needs is very important to stay ahead in an extremely crowded online marketing domain.

ESSENTIAL STEPS TO BUILD YOUR BUYERS PERSONA PROFILES

1. Explore existing trends and customer data

- Review the existing database to identify the customer needs and infer the problems associated with the existing customer.
- Refer available tools like LinkedIn, Google and Facebook analytics to collect demographic and psychographic information of the website visitors that are relevant to the business.

2. Conduct interviews with internal and external team

- Frame an interview with both sales and marketing teams to retrieve information on customer's needs and feedback.
- Set an interview with customers to know more about their pain points, challenges, preferred sites and type of products or services they look for.
- Lastly, schedule an interview with lost customers and collect information on the experienced facilities at different points of the buyer's journey.

3. Run lead generation campaigns

- Lead generation campaigns help to grab the attention of audiences who are interested in the company's products or services. Basically, it offers free deliverables like e-books and white papers in return collects demographics of the customer.

4. Create buyer persona

- Based on the gathered information from previous steps understand customers and their problems or needs. Frame the buyer persona with geographic, psychographic and demographic information.
- Created buyer persona should include business relevant information and work as a key to achieve efficient SEO goals.

5. Update buyer persona

- It is very important to update the buyer persona on a regular basis as the buyer's needs and problems associated with them change very often with trending technologies.

The initial three steps focus on techniques involved in gathering information of customers. In addition to this, the last two steps highlight the details of customers to be included in the buyer persona and a valid reason to update the created buyer persona. Although each step plays an important role in building a detailed buyer persona, but conducting interviews with internal and external team has more weightage. As it acts as an important source to collect detailed information about existing customers as well as lost customers.

LIST OF GENERIC INTERVIEW QUESTIONS TO ASK A CUSTOMER TO ARRIVE AT DETAILED BUYER PERSONA:



JOB DETAILS

*What is your job title?
Whom do you report to?*

*Who reports to you?
What is your annual income?*



PERSONAL DETAILS

*What is your name?
What is your postal address?
What is your contact number?*

*What is your marital status?
What is your nationality?*



COMPANY DETAILS

*How many employees are there in your company?
What is the annual revenue of your company?
What type of products or services does your company offer?
Can you please provide more information on your company structure?
Who is the decision maker at your company to pick a service or product?*



CLEAR INFORMATION ABOUT CUSTOMER'S GOALS

*What is your goal for this year?
What is the main goal of your company for the year?
What does it mean to be successful in your role?*



PRECISE DETAILS ON CUSTOMER'S PAIN POINTS

What are the biggest challenges in your career?

What are the biggest challenges that your company is dealing with?



DETAILS ON CUSTOMER'S COMMUNICATION PREFERENCES

Which communication channel (email, phone and in person) would you prefer to interact with vendors?



DETAILS ON THE SITES THEY REFER







Which sites do you prefer to upskill in new technologies?

What type of blogs or publications do you read?

What are the phrases you search on the internet for your company's service?

BASIC BUYER PERSONA TEMPLATE WITH EXAMPLE

Note: The buyer persona template can be same for both B2B and B2C organizations but the main difference is how the details are described in the buyer persona.

	B2B persona example	B2C persona example
Company 	It's a MNC and it markets electronic hardware components to other companies.	Markets milk products to consumers.
Demographics 	Name: Robert Williams Age: 32 Marital Status: Married Education: MS in Computer Science Nationality: USA State: Texas City: Austin	Name: Melinda Gates Age: 35 Marital Status: Married Education: B.A in English Nationality: USA State: California City: Sacramento
Employment details 	Job title: CTO Income: \$235,199 Reports to: CEO	Job tile: Home Maker Income: depends on husband's salary
Responsibilities 	Manages technology road map of the company. Builds business models based on analyzed target markets.	Research on brands that market milk products. Purchases milk products like milk powder, butter to cook.
Touch Points 	Trade shows Business peers Thought leadership content marketing	Influencer blogs Friends and family
Success Metrics 	Recommend new technology that falls in the company's budget. Receive compliments from business peers for the received benefits by implementing the technology.	Family member who uses the purchased milk products without complaints.

This basic buyer persona template provides information like industry type, its products and services, customer's role, resources they prefer to upskill and so on. Depending on this information, marketers can decide where, when and how to reach the customers. And which customers are looking for the company's products or services across the globe. In fact, the collected information forms the base to create an effective marketing strategy that benefits the company in various aspects.

REASONS TO BUILD YOUR BUYERS PERSONA PROFILES

In this global market, there are different types of customers looking at specific services or products to meet their goals. Along with this, the upcoming technologies and changing business models force marketers to understand their potential customers and tune their marketing strategies accordingly. However, this can be achieved by referring to ideal buyer personas built over years of research.

REASONS TO BUILD YOUR BUYER PERSONA PROFILES:

- 1. Pinpoint customer's business needs in terms of products or service sales, this helps marketers to focus on customer needs.*
- 2. Help marketers to understand customer's purchasing decisions through customer lifetime value and length of sales cycle.*
- 3. Guide businesses to develop enhanced products and services depending on existing customers' needs.*
- 4. Help marketers to know more about customer's most sought out network sites across the globe and guides in developing customized content.*
- 5. Assure that all the employees of the company work at the same pace and are aware of ground rules to meet the marketing goals.*

6. Help marketers to target buyers of different personas and their subsets with relevant content and deals.

7. Attract more potential customers and drive more leads that turns into sales. As buyer personas mainly focus on customer needs it even enhances lead nurturing work flows also.

Today, evolving online marketing activities offer a wide range of opportunities to advertise and interact with potential customers. Thus, leading companies like Myspace, Apple, Zipcar, Jet blue, P&G rely on detailed buyer personas to design effective marketing activities. Here are a few statistics of buyer personas:

- **Intel used buyer personas and exceeded marketing campaign benchmarks by 75%. (DemandGen report)**
- **Using buyer personas, made websites 2-5 times more effective and easier to use. (Hubspot)**
- **For Thomson Reuter, mapping buyer personas produced 175% increase in revenue assigned to marketing, 10% rise in leads sent to sales, and 72% dip in lead conversion time. (DemandGen report)**
- **Using buyer personas in an email campaign improved success rate by 2X and click rate by 5x. (MLT creative)**
- **Mark W. Schaefer stated that about 3 to 4 personas account for over 90% of a company's sales. (Business Grow)**
- **71% of businesses who used buyer personas, exceeded revenue and lead goals. (Cintell)**
- **40% of B2B marketers rely on buyer persona to segment content effectively. (B2B content marketing spotlight report)**

Basically, these statistics proclaim the importance of buyer persona profile in online marketing activities. Hence, marketers can rely on buyer persona profile to design an effective marketing strategy that helps to stay ahead in the crowded online marketing activities.

Conclusion

In this global market, it is very important for all the marketers to be well equipped with essential details of customers to execute productive marketing activities. As getting a clear picture on the customer helps every marketer to plan effective marketing strategies. This results in substantial growth in lead generation with successful conversion rates also. Hence, creating a detailed buyer persona will benefit marketers by all means to stay ahead in the competitive marketing world. For any assistance to create a detailed buyer persona marketers can reach us at: www.datacaptive.com

ABOUT US

Venturing into the ever-evolving field of B2B marketing and sales, DataCaptive has made a mark with its state-of-art data and lead solutions. DataCaptive helps you achieve your business goals through customized databases, better connectivity with qualified prospects who are seeking information to move forward in the buying process and easier engagement by phone, email, direct-mail and social networks. DataCaptive provides Data Intelligence and Lead management solutions that help in the ideation of optimized campaign strategies for effective results.



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