

Buyer Personas Demystified

The key to every effective marketing plan? *Know thy customer*. But how do you do this in the era of savvy customers who know what data privacy is all about? *"Build buyer personas"*, they say.



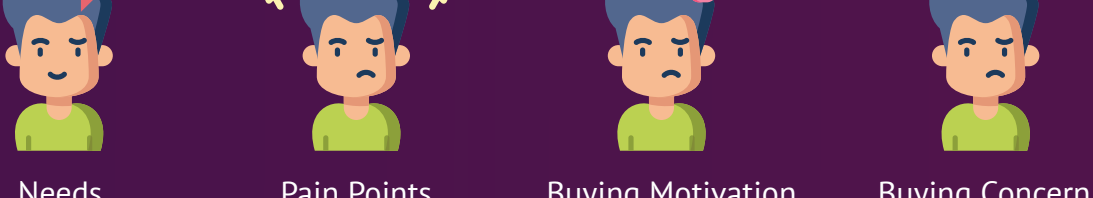
What is a buyer persona?

According to HubSpot, a buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers and we couldn't agree more

If you're just starting out with creating buyer personas or are looking to enhance your existing personas, here's a checklist that you can use:

1 Discover the right fit

Find the companies or industries that would actually need and use your product or services. Understand their:



Once you have this information, figure out how your business can fill the gaps in their processes with what you have to offer and how you can add value to their business.

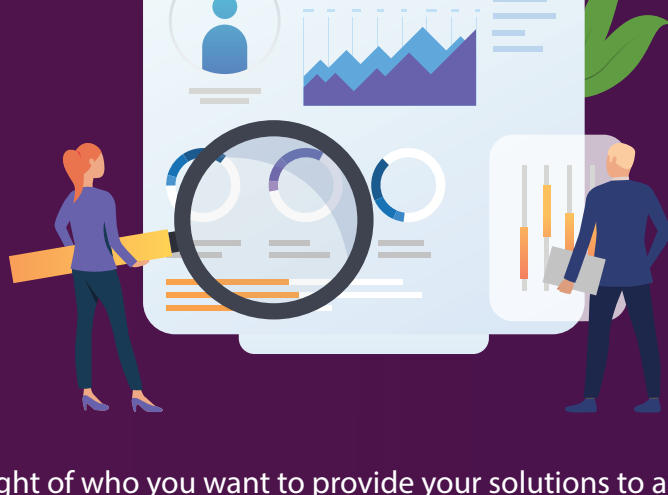
2 Incorporate negative personas

To save valuable resources it is important to know who not to target. Look into metrics like:



Once you have this information, figure out how your business can fill the gaps in their processes with what you have to offer and how you can add value to their business.

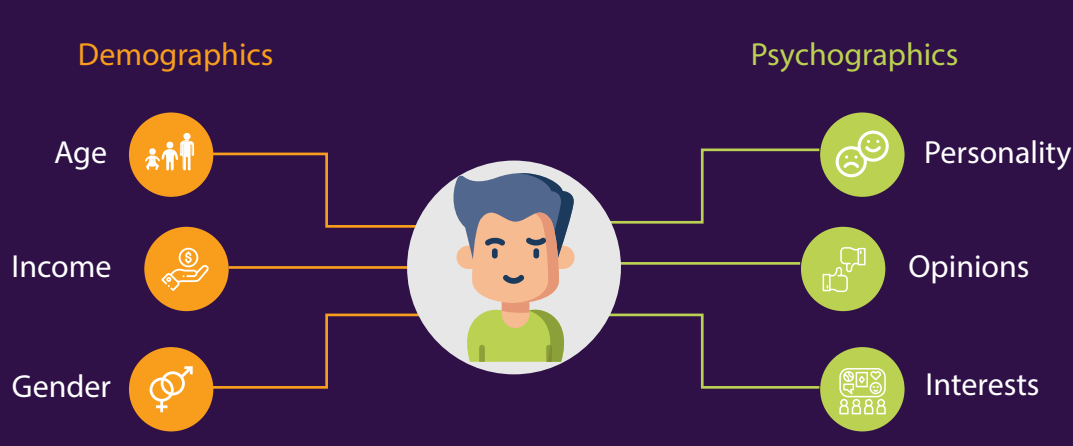
3 Look out for real buyers, not ideal buyers



Don't lose sight of who you want to provide your solutions to and don't base personas on how you want the customer to be. Leverage your analytics tools to gain insight into the priorities and interests of your real buyers.

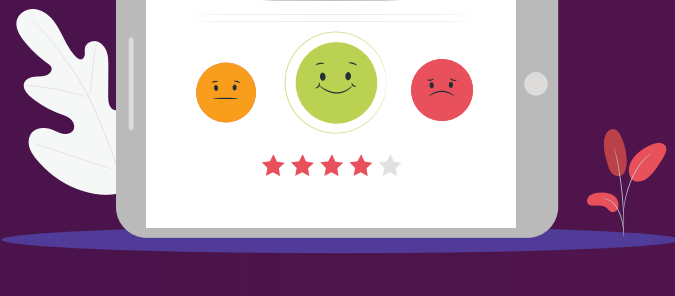
4 Go beyond generic demographics

Don't just fixate on demographics (age, income, gender) but focus on psychographics and discover more on motivations and problems that drive buyers to make purchase decisions.



Nike did something similar when they created 3 personas - dedicated sneakerheads, weekend runners, and style shoppers after analyzing customer data on the NikePlus app.

5 Bear the sample size in mind



The more customers you survey, the easier it is to determine what a typical buyer would look like. The sample should contain both happy and unsatisfied customers so that you get better insights into your strengths and challenges. If yours is a small business with a limited number of customers, you can conduct in-depth interviews with them to determine what's working for you and what you could improve upon.

6 Too many or too few personas



Creating too many personas leads to excessive segmentation which makes targeting difficult. Similarly, if you have one or two personas, you may be missing out on opportunities. The trick is to keep your analytics glasses on and find balance.

7 Humanize buyer persona



Keep the conversation human to human. Ask your customers relevant questions and observe their emotions, expressions, and the tone they use. This gives you more insights into the common challenges that prospects face while contemplating their buying decisions.

Create or revamp your personas right with this checklist, add human interactions and automation technologies to the mix and you'll be on your way to delivering memorable customer experiences.

Are you ready to unlock your buyer persona potential to the next level?
Talk to us!

Just drop us a line at info@grazitti.com, and we'll take it from there.