

Penguin Strategies

HOW TO CREATE BUYER PERSONAS FOR YOUR BUSINESS



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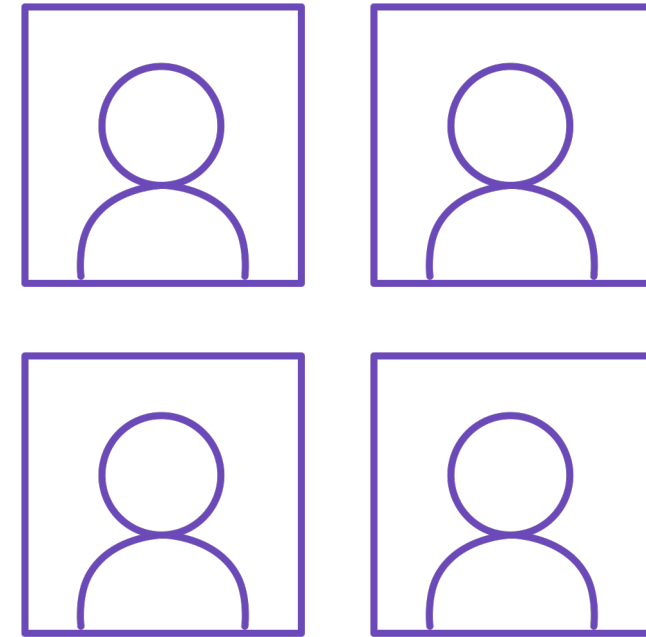
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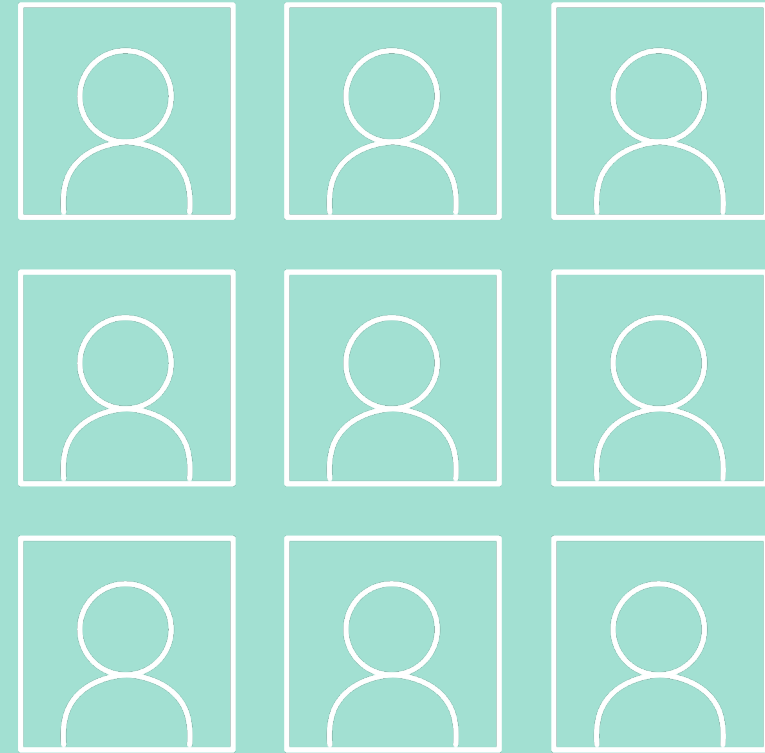
WHAT ARE BUYER PERSONAS?

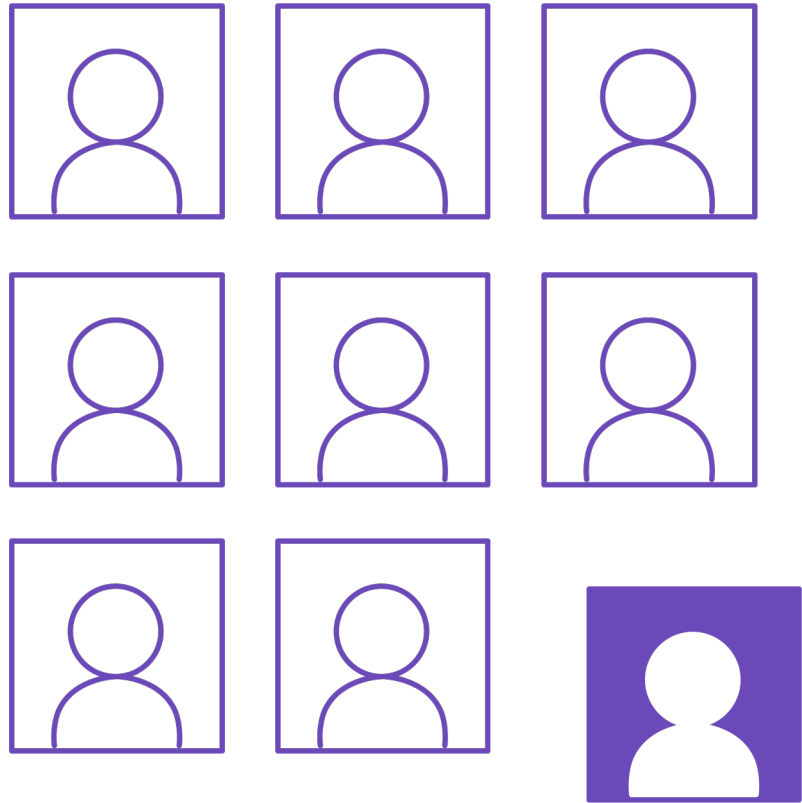
Buyer personas are fictional, generalized representations of your **IDEAL CUSTOMERS**. They help you understand your customers (and prospective customers) better, and make it easier for you to **TAILOR CONTENT** to the specific needs, behaviors, and concerns of different groups.



WHAT ARE BUYER PERSONAS?

- 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.)



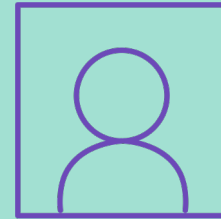
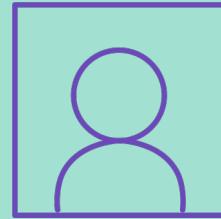
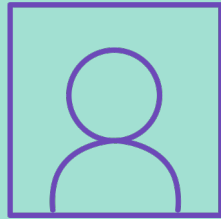


WHAT ARE NEGATIVE PERSONAS?

- Whereas a buyer persona is a representation of an ideal customer, a negative – or “exclusionary” – persona is a representation of who you **DON'T WANT** as a customer.
- This could include, for example, professionals who are **TOO ADVANCED** for your product or service, students who are **ONLY ENGAGING** with your content for research/knowledge, or potential customers who are just **TOO EXPENSIVE** to acquire (because of a low average sale price, their propensity to churn, or their unlikeliness to purchase again from your company.)

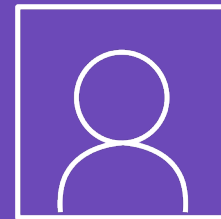
HOW CAN YOU USE PERSONAS?

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.



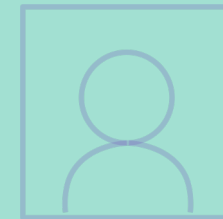
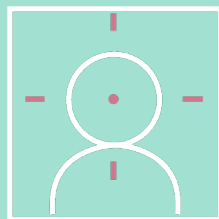
HOW CAN YOU USE PERSONAS?

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).

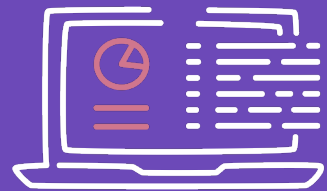


HOW CAN YOU USE PERSONAS?

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 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.



HOW DO YOU CREATE PERSONAS?

Here are some practical methods for gathering the information you need to develop personas:

1

INTERVIEW CUSTOMERS either in person or over the phone to discover what they like about your product or service.

2

Look through your contacts database to **UNCOVER TRENDS** about how certain leads or customers find and consume your content.

HOW DO YOU CREATE PERSONAS?

3

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.)

4

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?)

HOW DO YOU CREATE BUYER PERSONAS?

HUBSPOT CUSTOMERS: You can create and manage your personas within the Contacts tool. Right click here, then select Hyperlink > Open Hyperlink to learn more!

CUSTOMERS AND NON-CUSTOMERS ALIKE: You can use the following 4-slide template to organize your persona data.

First, we'll walk you through an example, then we'll leave you with some blank templates so you can get to it!

Create Persona


×

Select persona picture and name

Step 1 of 4

A persona picture and name are for you and your team only. Don't worry, you can change them at any time.

Choose a picture for your persona



Upload your own photo

What do you call this persona? (Required)

Teacher Ted

Previous step

Next step

NAME OF PERSONA

1 BACKGROUND

Job? Career path? Family?

2 DEMOGRAPHIC

Male or female? Age? Income? Location?

3 IDENTIFIERS

Demeanor? Communication preferences?

Sample Sally

- 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)
-
- Skews female
 - Age 30-45
 - Dual HH Income: \$140,000
 - Suburban
-
- Calm demeanor
 - Probably has an assistant screening calls
 - Asks to receive collateral mailed/printed

NAME OF PERSONA

4 GOALS

Primary goal? Secondary goal?

5 CHALLENGES

Primary challenge? Secondary challenge?

6 WHAT CAN WE DO

...to help our persona achieve their goals?
...to help our persona overcome their challenges?

Sample Sally

- Keep employees happy and turnover low
 - Support legal and finance teams
-

- Getting everything done with a small staff
 - Rolling out changes to the entire company
-

- Make it easy to manage all employee data in one place
- Integrate with legal and finance team's systems

NAME OF PERSONA

7 REAL QUOTES

About goals, challenges, etc.

8 COMMON OBJECTIONS

Why wouldn't they buy your product/service?

Sample Sally

- "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."

- "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."

NAME OF PERSONA

9 MARKETING MESSAGING

How should you describe your solution to your persona?

Sample Sally

Integrated HR Database Management

10 ELEVATOR PITCH

Sell your persona n your solution!

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.

YOUR TURN!

We've provided blank templates for developing three personas.
(If you need more, simply select the slides on the left-hand side,
right click, and choose "Duplicate.")



NAME OF PERSONA

1 BACKGROUND

Job? Career path? Family?

2 DEMOGRAPHIC

Male or female? Age? Income? Location?

3 IDENTIFIERS

Demeanor? Communication preferences?

Persona 1

- Job
 - Career path
 - Family life
-

- Gender
 - Age
 - Income
 - Location
-

- Demeanor
- Communication preference

NAME OF PERSONA

4 GOALS

Primary goal? Secondary goal?

5 CHALLENGES

Primary challenge? Secondary challenge?

6 WHAT CAN WE DO

...to help our persona achieve their goals?
...to help our persona overcome their challenges?

Persona 1

- Primary goal
 - Secondary goal
-

- Primary challenge
 - Secondary challenge
-

- What we can do point 1
- What we can do point 2

NAME OF PERSONA

7 REAL QUOTES

About goals, challenges, etc.

Persona 1

- Quote 1
- Quote 2
- Quote 3

8 COMMON OBJECTIONS

Why wouldn't they buy your product/service?

-
- Common objection 1
 - Common objection 2

NAME OF PERSONA

9 **MARKETING MESSAGING**

How should you describe your solution to your persona?

Persona 1

[Type in your marketing message]

10 **ELEVATOR PITCH**

Sell your persona n your solution!

[Type in your elevator pitch]

NAME OF PERSONA

1 BACKGROUND

Job? Career path? Family?

2 DEMOGRAPHIC

Male or female? Age? Income? Location?

3 IDENTIFIERS

Demeanor? Communication preferences?

Persona 2

- Job
 - Career path
 - Family life
-

- Gender
 - Age
 - Income
 - Location
-

- Demeanor
- Communication preference

NAME OF PERSONA

4 GOALS

Primary goal? Secondary goal?

5 CHALLENGES

Primary challenge? Secondary challenge?

6 WHAT CAN WE DO

...to help our persona achieve their goals?
...to help our persona overcome their challenges?

Persona 2

- Primary goal
 - Secondary goal
-

- Primary challenge
 - Secondary challenge
-

- What we can do point 1
- What we can do point 2

NAME OF PERSONA

7 REAL QUOTES

About goals, challenges, etc.

Persona 2

- Quote 1
- Quote 2
- Quote 3

8 COMMON OBJECTIONS

Why wouldn't they buy your product/service?

- Common objection 1
- Common objection 2

NAME OF PERSONA

9 **MARKETING MESSAGING**

How should you describe your solution to your persona?

Persona 2

[Type in your marketing message]

10 **ELEVATOR PITCH**

Sell your persona n your solution!

[Type in your elevator pitch]

NAME OF PERSONA

1 BACKGROUND

Job? Career path? Family?

2 DEMOGRAPHIC

Male or female? Age? Income? Location?

3 IDENTIFIERS

Demeanor? Communication preferences?

Persona 3

- Job
 - Career path
 - Family life
-

- Gender
 - Age
 - Income
 - Location
-

- Demeanor
- Communication preference

NAME OF PERSONA

4 GOALS

Primary goal? Secondary goal?

5 CHALLENGES

Primary challenge? Secondary challenge?

6 WHAT CAN WE DO

...to help our persona achieve their goals?
...to help our persona overcome their challenges?

Persona 3

- Primary goal
 - Secondary goal
-

- Primary challenge
 - Secondary challenge
-

- What we can do point 1
- What we can do point 2

NAME OF PERSONA

7 REAL QUOTES

About goals, challenges, etc.

Persona 3

- Quote 1
- Quote 2
- Quote 3

8 COMMON OBJECTIONS

Why wouldn't they buy your product/service?

- Common objection 1
- Common objection 2

NAME OF PERSONA

9 **MARKETING MESSAGING**

How should you describe your solution to your persona?

Persona 3

[Type in your marketing message]

10 **ELEVATOR PITCH**

Sell your persona n your solution!

[Type in your elevator pitch]

ABOUT PENGUIN

- Lead by B2B tech veterans so we hit the ground running
- Sales and marketing specialists in strategy, SEO, Content, social, PPC, Automation, design, ABM
- Offices in USA & Israel
- Clients in the US, Europe and Israel



Penguin Strategies

THANK YOU

