

HOW TO CREATE TARGET PERSONAS

1 What are Target Personas?

Buyer personas are fictionalized versions of your ideal target customer. Personas help everyone in your company understand the ideal customer you're trying to attract.

They're important to driving content creation, product development, sales follow up and almost anything that relates to customer acquisition and retention.

- ✓ Look through your contacts database to uncover trends about how certain leads or customers buy your products and find and consume your marketing content.
- ✓ When creating forms to use on your website, use form fields that capture important persona information. For example, if your personas vary based on what age they are, ask each lead for information about their age on forms.
- ✓ Interview customers and prospects, either in person or over the phone, to discover what they like about your product or service. Keep in mind, this is one of the most important steps.

2 Developing a Target Persona

Use the template below to develop your buyer personas to better grasp the psychology behind their purchase decisions.

In this example an Integrated HR Database Management Company developed their Target Persona, Sample Sally.



SECTION 2: WHAT?

GOALS

Primary goal? Secondary goal?

5

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

CHALLENGES

Primary challenge?
Secondary challenge?

6

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

WHAT CAN WE DO

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

7

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

SECTION 3: WHY?

REAL QUOTES

About goals, challenges, etc.

8

- "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."

COMMON OBJECTIVES

Why wouldn't they buy your product/service?

9

- 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.

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution to your persona?

10

- Integrated HR Database Management

ELEVATOR PITCH

Sell your persona on your solution!

11

- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help your new employees get up to speed quickly.