

Buyer Personas eBook | 2022

# Buyer personas

A guide for B2B marketing professionals







# Introduction.

Whether you're a marketing manager in a high growth start-up or a campaign lead in an enterprise organisation, this eBook will help if you feel your content and messaging isn't quite hitting the mark.

Our practical approach to building B2B buyer personas includes helpful tools and examples you can use to create content that resonates with your buyer, time after time.

The result? Relevant, effective marketing activities that will boost sales growth without wasting your budget.

# What are buyer personas?

A buyer persona is a fictional profile that targets your ideal customer.

Taking the time to identify your target buyer personas will give you a much better understanding of your customers and prospects, enabling more powerful connections based on empathy.

The profile you create contains powerful insight that allows you to tailor your content, offers and messages to the specific needs, wants and concerns of different groups.

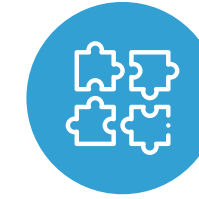
While buyer personas are fictional, the best ones are built on market research (surveys and/or interviews) as well as insights into your current customers and prospects.

Depending on your business, you will probably have more than one buyer persona to connect with. You might even have several – but it's okay to start small!

Buying personas help you prioritise your time and enable you to:



**Create content** that's relevant to your audience



**Offer the products** they need and want



**Align marketing** efforts across your organisation



**Support sales** follow up



**Attract the most valuable** visitors, leads and customers



# Identify your non-ideal customers

Creating buyer personas help you target your ideal customers, but they can identify your **negative personas** too.

Basically, who DON'T you want as a customer? By determining that group, you won't waste your marketing effort or budget on people who simply won't respond.

By quickly eliminating those who don't fit your business, you can achieve a lower cost-per-lead and cost-per-customer, which in turn will reward you with higher sales productivity.



You could exclude professionals who are too advanced for your product or service. Equally, you might exclude students who are only engaging with your content for research purposes. Some potential customers won't give you the returns you need to justify the effort if the average sale price is low or the rate of turnover is too high. It might sound obvious but it's worth documenting.



# Putting **personas** into practice

Put simply, personas are a great way to **segment your target audience** so you don't send the same message to everyone.

The batch and blast mentality is old school and doesn't do you any good. If there is one thing you take away from this eBook it's that one size does not fit all when it comes to effective marketing. It's far better to customise your messages and content to each persona group so you increase your chances of hitting the mark with your target audience.

Blasting out content to your prospect audience with a message that is not aligned with the realities they face in their role will be perceived as tone deaf, potentially frustrating buyers with badly targeted communications which they are likely to ignore or opt-out of.



No one wants to see their prospect database shrink when it can be so easily avoided. In B2B terms, the way you position your solution or service may vary depending on several criteria. **Recognise and embrace that variety.** You don't want to send the same lead nurturing emails to everyone in your database. Instead, segment by buyer persona and tailor your messaging according to what you know about those different groups. But don't worry, there are simple ways to handle that personalisation effort without having to go back to the drawing board each time.

# What about the buyer journey?

Well, that's a very good question.

We recommend segmenting your audience based on their position in the buyer journey as well as their persona profile. By combining these **two factors** you can make sure the content you deliver has the right message and is also in the best format for your audience.

For example, you wouldn't want to send a prospect in the awareness stage a detailed technical product spec, it's a bit too soon for that. You need to evaluate your new prospects based on their level of interaction with your content.



Are they just looking for basic information about a problem they are facing or are they actively investigating solutions that can help them solve that challenge? Don't throw the kitchen sink at them as soon as they give you their contact details, you might lose their attention completely.



# How do you create buyer **personas**?

While some creative thinking is required, the intelligence behind your personas should be based on reality. Invest time conducting research, surveys and interviews with your target audience – including customers, prospects and those outside of your contact database who might align with your target audience. Throughout the research stage, try to get as much detail as possible for the following areas:



# There are several research methods you can use:

**Monitor** what other people are saying about your brand on platforms such as LinkedIn, Instagram, Facebook and Twitter. You can learn a lot about your target audience through this kind of social listening.

**Take** opinions submitted via feedback forms and surveys very seriously, they shine a direct light into how people are responding to your brand and any issues they have. You can then build personas around what you have learnt.

**Capture** persona information on the forms you publish on your website. For example, ask about company size if this is important to the way you target your prospects.

**Talk** to your sales team to find out what they've learnt from the leads they deal with the most. What does the sales cycle look like for different customers? What generalisations can they make about your most engaged customers?

**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.

**Identify** patterns and trends from your findings, develop at least one primary persona, and share that persona with the rest of the company.



# What does a persona profile look like?

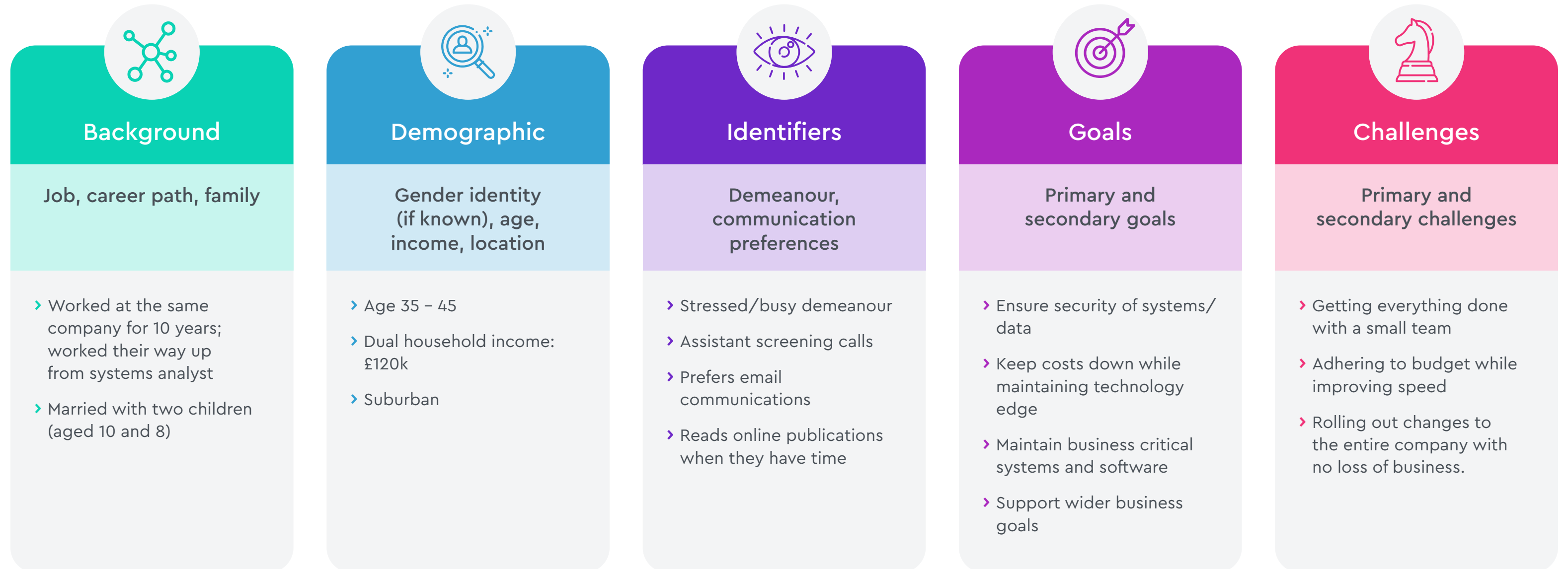
This is the point where we tell you, "here's one we prepared earlier". **The next few pages contain an example profile of an IT Leader** so you can see what kind of information we've included.

Once you have **developed your persona profile**, you should be able to tell a story about the person it represents. You will know what interests them, what they read, how to get through to them, their pain points and more importantly, how your service or solution can help.



# What does a persona profile look like?

IT Leader





# What does a persona profile look like?

IT Leader



## How we help

Help them achieve their goals and overcome challenges

- › Provide fastest options, end-to-end
- › Deliver better kit at better prices than the competitor/incumbent



## Real quotes

About goals, challenges, etc

- › "Existing systems are pushed to their limits, but the cost of better and faster is limiting."
- › "I don't have time to shop around. Show me how you can improve on what we have – and for how much."



## Objections

Why wouldn't they buy your product/service?

- › "I'm worried I'll lose data transitioning to a new system."
- › "I've always bought from Dell/HP/IBM, I don't like the risk of trying new kit."



## Messaging

Describe your solution to your persona?

- › End-to-end IT infrastructure solutions management



## Elevator pitch

Sell your persona on your solution!

- › We understand the changing needs of your business: to deliver best of breed technology solutions that keep your business and your customers happy.



# How much personalisation is enough

If you've taken the time to **identify** and **document** your persona profiles, use that information intelligently.

That means personalising your content and campaigns for maximum impact. Whether you are measuring registrations, downloads or views, the chances are that your more targeted audience will have a higher rate of engagement with your content because it is relevant to them. Additionally, with personalisation you can address these targeted groups in an even more effective way.

There are several methods for personalising your message and content that will allow you to keep the workloads manageable. The trick is to focus on relevant challenges and pain point messaging for each group.





# Our **eBook**, Creating highly personalised buyer journeys at scale...

is an easy-to-follow guide to creating these differentiated experiences for your customer. In it, we cover off identifying your audience, creating messaging frameworks, developing and auditing content, prioritising your avenues for promotion, testing and reviewing campaigns – and more.



# How to personalise your marketing assets

## Promotional emails



One of the easiest ways to target your content for different audience segments is with tailored email content. If you haven't got the capacity to rewrite the copy completely, pay close attention to the subject line and headline as a priority.

## eBooks and information sheets



The chances are most of the content will be relevant for everyone with just a little bit of tweaking. Focus your personalisation efforts on the executive summary and opening sections which position the asset for your audience.

## Webinars



You might want to run a few different flavours of your webinar to suit different audiences. Again, the core content is likely to stay the same but you can make it feel relevant with some small changes to the upfront positioning. If time is a problem, why not pre-record the content rather than run a live event?

## Videos



Tailor video content to your specific audience's needs and interests. This is more than just replacing names, products or purchase history, it's telling a different story to achieve different goals. Although video is traditionally a lean-back medium, including CTAs or some element of interactivity can drive ROI.

## Podcasts



Whether hosting your own or hopping on to an existing one as a guest, podcasts can help brands reach a niche, targeted audience. They allow you to create value for listeners with more in-depth, informative and educational content in a friendly, community-minded space. Great for raising awareness and visibility, you can also repurpose the recording for blogs, social media posts or infographics.

## Social media



Social media updates are short and sweet, so adapting the message to suit each audience doesn't have to take a lot of time. Best practice for social media is to promote content several times but adapt your posts copy each time. It's a good opportunity to evaluate the effectiveness of different messages very quickly. With clearer buyer persona segmentation, your social advertising will hit the mark much more easily.

## Website content



Your website can't be all things to all people, but you can provide signposts to direct your visitors to the content that matters to them using clear headline copy and imagery. If you are investing in a big campaign for one specific segment, consider developing a dedicated microsite to host all relevant content which will act as the destination point for all campaign traffic. Microsites enable flexibility within your marketing without drastically changing your whole website. You can clearly see traffic generated, which helps evaluate the campaign's effectiveness. Some CMS systems and platforms like HubSpot allow you to utilise Smart Content on your web pages, so you can use prospect data and personas to tailor content for specific visitors.



# One size doesn't fit all

By combining a persona profile with their stage of the buyer journey, you can ensure content is delivered with the right messaging, in the best format, for maximum impact and engagement. By taking the time to create a buyer persona, or a few, using the research methods we have outlined, you'll have everything you need to catch the attention of the people you need to reach.

Remember, personas are not just nice-to-haves. Created and used correctly they are a crucial foundation to your marketing strategy and campaign focus. They also allow you to identify contacts who don't fit your business, leaving you to focus on those that do.



**Go ahead, reach out to your customers, prospects and any other connections and start mining for insight. It could be the most valuable thing you do today!**

# A useful persona **template**

Now we've convinced you **WHY** you should create your personas and explained how to do it, **here's a handy template** to get you started.

---

## Need some support?

If you'd like any further help with buyer personas, get in touch with us today.

**Email us**, call us on **0118 988 0208** or visit our website **[www.marketing-fusion.co.uk](http://www.marketing-fusion.co.uk)**.



Marketing Fusion cuts through the noise of the B2B technology world to deliver content that makes our clients stand out from the crowd. We fuse traditional and modern strategies to help tech vendors and their partners create high-value relationships and have meaningful conversations through impactful, engaging and truly useful content. 11/22 | All Rights Reserved | Marketing Fusion Ltd. ©2015-2022

**[www.marketing-fusion.co.uk](http://www.marketing-fusion.co.uk)**