

Know Your Customer

Know your audience, that old writer's adage, has taken on new meaning. For the success of a marketing automation campaign, knowing your audience is critical.

In order to engage in a meaningful and profitable way, and at the right moment, you need to know them better than ever:

- How they listen
- What drives them
- What discourages them
- The ins and outs of their work lives and roles
- Their shoe size

Okay, not their shoe size (unless you're a shoe manufacturer), but the clearer and more complete the picture of your buyers, the stronger the outcome of your marketing automation campaigns. The way you do this is to develop buyer personas.

Building a Buyer Persona Worksheet

You will create a sample buyer persona worksheet or grid on which you will include the following fields. (At the end of this article you will have an opportunity to download your own template to customize.)

WHO:

Provide a detailed explanation of who the buyer is and include demographic information. To aid in your storytelling, consider adding real-life characteristics and descriptions to your worksheet. Give your persona a name!

WHAT:

Include a detailed explanation of job responsibilities and day-to-day life.

PAIN POINTS:

List each pain point you collected from your interviews or research. Addressing these pain points will guide you to the most salient topics for your content pieces.

GOALS:

What are your persona's 2-10 year goals? How can your product or service help her get there?

Wish lists:

What does this person wish for? What are aspects of your product that can help your persona achieve his wishes?

Buying profile:

Describe how this person buys. Can you often find her on Twitter searching for reviews?

Joe Data | Coder / Programmer | User Buyer

PROFILE OVERVIEW:

Joe Data is a recent graduate from a mid-level university with a degree in Computer Science. Not introverted, socially active. He is very giving, interested in open-source work and wanting to share his solutions with others. Joe is very service oriented and provides free professional services to local nonprofits and friends. Joe likes programming because it is more creative than people expect and it feeds into his need to be a lifelong learner. Joe loves technology because as it evolves, so can his career.

RESPONSIBILITIES:

Joe is a problem solver. He created solutions to problems in his organization. He builds programs in addition to tools for organization. He is constantly writing and validating code while working in a team. His code often needs to interface with someone else's code so he needs to be organized and methodical. Joe is constantly are faced with business requirements and user testing data in order to improve or fix a project.

PAIN POINTS:

- Constantly needing to evolve skills
- On the front-line of performance related issues (and often receiving blame)
- Job is difficult – hard to fit in time to learn new skills
- High solicitation from headhunters

KEY DRIVERS/MOTIVATORS:

- Finding immediate solutions to problems; bug fixes, new languages

CAREER GROWTH:

- Technically and within management
- Creativity and problem solving – programmers love a challenge

VALIDATIONS:

- Research – forums and vendor websites
- Insight/reviews from industry leaders and publications
- Social media

COMPANY ATTRIBUTES:

May work for any size company. Could be one of many programmers working on a singular project or the sole technical employees for a startup.

COMMON TITLES:

Programmer, Developer, Business Analyst, Systems Architect or Systems Designer (especially as career progresses)

Mapping the Buyer's Journey

Once you have a well-constructed, complete buyer persona worksheet, it's time to move on to mapping the buyer's journey. Most companies have buying stages similar to this list:

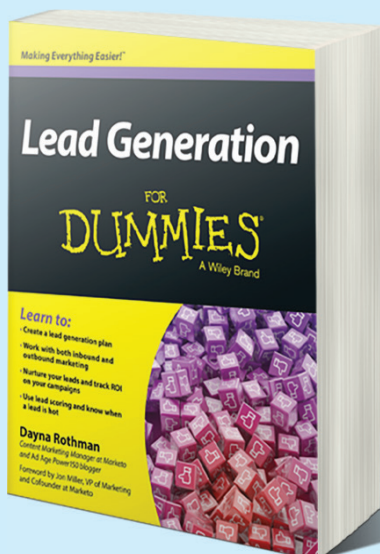
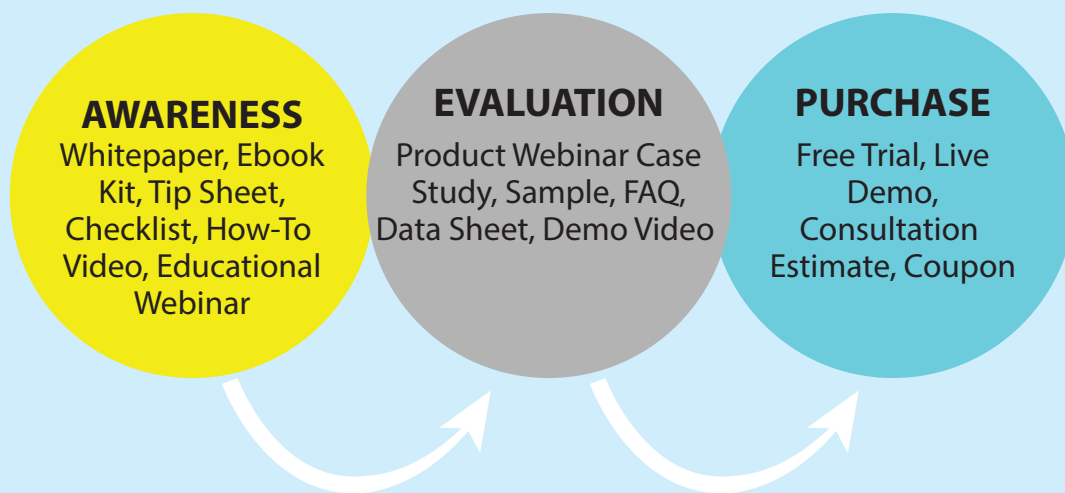
EARLY STAGE:

Your prospect has not yet indicated any buying intent or preference for your company; he most likely has just started the research phase.

MID STAGE:

Your prospect may have indicated some interest in either your company or your product/service.
Late stage: Your prospect has indicated strong interest for your product or service.

Mapping out the buyer's journey is critical, so that you can be strategic about your touch points along the lifecycle of the marketing automation campaign. (If she's only in the Interest or Learn stage, it would be a misuse of your resources and waste of your buyer's time to offer case studies or white papers more suitable to the Evaluate or Justify stage.) As the buyer inches closer to Purchasing, the content narrows and becomes more specific.



To help you answer these key questions for your marketing automation campaign we've included a free template for a Buyer Persona Worksheet and Buyer's Journey Map.

<Name> | <Role>

PROFILE OVERVIEW:

100- to 200-word overview describing this person. Who is this person? What's it like to be around her? What keeps her up at night? What situations does she commonly encounter that cause angst.

RESPONSIBILITIES:

Brief description of this person's work responsibilities.

PAIN POINTS:

List of potential pain points that commonly affect this personas.

KEY DRIVERS/MOTIVATORS:

What drives this person? Why do they go to work every day? What motivates them to persevere even when the stakes are down?

CAREER GROWTH:

What inputs help this person make a decision? Do they value product reviews? Analyst reports?



PROFILE ATTRIBUTES

AGE:

EXPERIENCE:

PERSONAL DETAILS:

COMMON TITLES (AKA):

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-
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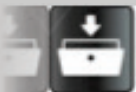


VERTICALS:

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-
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COMPANY SIZE:

- REVENUE RANGE
- EMPLOYEES
- SPECIFICS SUBSETS

Buyer's Journey

	INTEREST	LEARN	EVALUATE	JUSTIFY	PURCHASE
WHAT IS YOUR PERSONA'S MOTIVATION AT EACH STAGE?					
WHAT QUESTIONS IS YOUR PERSONA ASKING AT EACH STAGE?					
KEY MESSAGES AND VALUE PROPOSITIONS					
MOST LIKELY TO RESPOND TO... (LIST OFFERS)					