LEARNING MADE EASY

Building a Customer Persona

for dummies
A Wiley Brand

Know Your Customer

Build a Buyer Persona

Map the Buyer's Journey

DUMMIES CUSTOM SOLUTIONS

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

To start, create a sample buyer persona worksheet and include the following fields. (A customizable template is available for download at the end of this eBook.)

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?

SAMPLE PERSONA

Joe Data | Programmer | User/Buyer

PROFILE OVERVIEW:

Joe Data is a recent graduate from a mid-level university with a degree in Computer Science. He is socially active, not introverted. He is very giving, and he is interested in open-source work and sharing 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 his 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 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 employee 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 Awareness 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 Purchase stage.) As the buyer inches closer to Purchasing, the content narrows and becomes more specific.

AWARENESS

The prospect is experiencing an issue and is looking to better understand her problem.

Asset Types
White Paper
eBook Kit
Tip Sheet
Checklist
How-To Video
Educational Webinar

EVALUATION

The prospect has determined her issue and is evaluating possible solutions.

Asset Types
Product Webinar
Case Study
Sample
FAQ
Data Sheet
Demo Video

PURCHASE

The prospect has narrowed down her options and is deciding which solution best fits her needs.

Asset Types
Free Trial
Live Demo
Consultation
Estimate
Coupon
Discount

Use the templates that follow to start building your own persona and buyer's journey today.

<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 persona.

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):

-
-
-

VERTICALS:

-
-
-

COMPANY SIZE:

- REVENUE RANGE
- EMPLOYEES
- SPECIFIC SUBSETS

Buyer's Journey

WHAT IS YOUR PERSONA'S MOTIVATION AT EACH STAGE?					
WHAT QUESTIONS IS YOUR PERSONA ASKING AT EACH STAGE?					
KEY MESSAGES AND VALUE PROPOSITIONS					
MOST LIKEY TO RESPOND TO... (LIST OFFERS)					