Course 4



Getting Started Course

Knowledge is Power.

Stop Guessing. Start Knowing.



This course will cover:

How to Create Marketing Buying Personas

- Why you need buying personas?
- What is a buyer persona?
- How do you create a buying persona?
- What a buying persona looks like?
- Questions and checklist to help you create your own buying personas.

WHY YOU NEED BUYER PERSONAS

Everything you do with modern marketing should tie back to your buyer personas.



WHAT IS A BUYER PERSONA?

Buyer Personas are:

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.

BUYER PERSONAS ARE NOT:

- Target markets
- Job titles/roles
- Dependent on specific tools or technology
- Specific, real people

BUYER PERSONAS ARE:

- Common behavior patterns
- Shared pain points (professional, personal)
- Universal goals, wishes, dreams
- General demographic and biographic information



Personas help identify where your ideal customers spend time on the Internet – so you can be there too.



Personas help you create the right content.

the possible criminal connection of the heavy men eventually taken her away. These people knew everyth everyone and were not slow in discussing it. There was reserve, self-preservation.

Rosemary had talked about it being natural that peop assume she was gay since she was single and had a sister already 'out' with a partner who was a lawyer. Gertie had about her husband's problems coping with drink and violen spoke as if Jack had been prone to getting chest colds in the Colm had approached their table with a casual apology or incident as if it had not been the most excruciatingly embars moment of her life. The two women had told her how the initially thought Ria was mad to go to America and leave children but they hoped it would all work out for the best.

Marilyn could not take in the degree of involvement and indeinterference that these people felt confident to have in everyonelse's life. They thought nothing of discussing the motives and private sorrows of their friend with Marilyn who was after all a complete stranger, here purely because of an accidental hone exchange. While she felt sympathy for Ria and all that had happened to her, she also felt a sense of annoyance.

Why had she not kept her dignity, and refused to allow all these people into her life? The only way to cope with tragedy and grief was to refuse to permit it to be articulated and acknowledged. Deny its existence and you had some hope of survival. Marilyn got out of bed and looked down on the messy garden and the other large reg brick houses of the neighbourhood. She felt very lost and along in this place where garrulous people wanted to know everything mout you and expected you to need the details of their lives too!

She ached for the cool house and beautiful garden in Westville. If she were there now she could go and swim lengths of her pool sale in the knowledge that no one would call and burden her with post mortems about last night. Clement the cat who slept on her bed every night woke up and stretched and came over to her hopfully. He was purring loudly. The day was about to begin, he was expecting a game and a bowl of something.

Marilyn looked at him sadly. 'I don't usually talk to animals, Clement, but I'm making an exception in your case. I made the wrong decision coming here. It was the worst decision I ever made in my life.' CHAPTER SIX

o you think when we're talking to Granny we should call her Nora?' Brian asked.

'What?' Annie looked up from her book.

You know ... if we call Bernadette's mother by her first name
maybe we should do the same with Granny.' Brian wanted to be

'No, Brian, and shut up,' said Annie.

You always say shut up, you never say anything nice, not ever at

'Who could say anything nice to you, Brian, honestly?'
'Well, some people do.'

'Who apart from Mam and Dad? And they have to because you're what they got.'

'Finola often says nice things.'

Tell me one nice thing she said to you today, go on tell me."

'She said it was good that I had remembered to let my knights command the centre of the board.'

'And had you?' Annie still refused chess lessons and she couldn't accept that Brian had mastered it.

Well, only by accident in a way. I just sort of put them out there and they were commanding and she was very pleased with me.' Brian smiled at the triumph of it all.

Sometimes he was more pathetic than awful, Annie thought, Jou'd feel sorry for him. And he didn't really understand that their lives were going to change. He thought that after the summer

CAN YOU ANSWER THESE QUESTIONS?

- Why did your customers purchase?
- What does success look like to them?
- How will they measure success?
- How can you help them be successful, quickly and sustainably?

HOW TO CREATE BUYER PERSONAS

BUYER PERSONA CREATION NOTES

- Details matter!
- You don't have to have an answer for every question.
- Personas are a continual process.
- Everything you do with your modern marketing strategy should tie back to the personas you create.

STEPS TO CREATE A BUYER PERSONA

- 1. Identify questions to ask to develop your persona.
- 2. Determine how you'll research your personas.
- Compile research and answers to your paraphrased version of the questions.
- 4. Use the buyer persona-building best practices to transform your notes into a complete persona.



Persona Profile Checklist

Persona Detail	Questions to Ask
Role	What is your job role/role in life? Your title? How is your job/role measured? What is a typical day? What skills are required? What knowledge and tools do you use? Who do you report to? Who reports to you?
Company/Organizati on	What industry or industries does your company work/in? What is the size of your company/organization (revenue, employees)?
Goals	What are you responsible for? What does it mean to be successful in your role?
Challenges	What are your biggest challenges?
Watering Holes	How do you learn about new information for your job? What publications or blogs do you read? What associations and social networks do you belong to?
Personal Background	Age, family (married, children), education
Shopping Preferences	How do you prefer to interact with vendors? (email, phone, in person) Do you use the Internet to research vendors or products? If yes, how do you search for information?



RESEARCHING YOUR PERSONAS

- Interview current customers
- Survey your customers
- Talk to your co-workers
- Search for industry keywords on various social networks
- Check out the comments section on key industry blogs
- Review LinkedIn profiles
- Ask questions on social media



How many people do you need to talk to?

There's no perfect number.
Talk to as many as it takes
to start to discover trends
in their answers.



Don't have customers yet?

That's okay! For the time being, you can use educated assumptions about the answers to those questions.

RESEARCH TOOL

Google Surveys



COMPILING YOUR PERSONA RESEARCH

TOOLS TO COMPILEPERSONA RESEARCH

- Evernote
- Google Drive
- Microsoft Excel
- Apple Numbers
- Trello

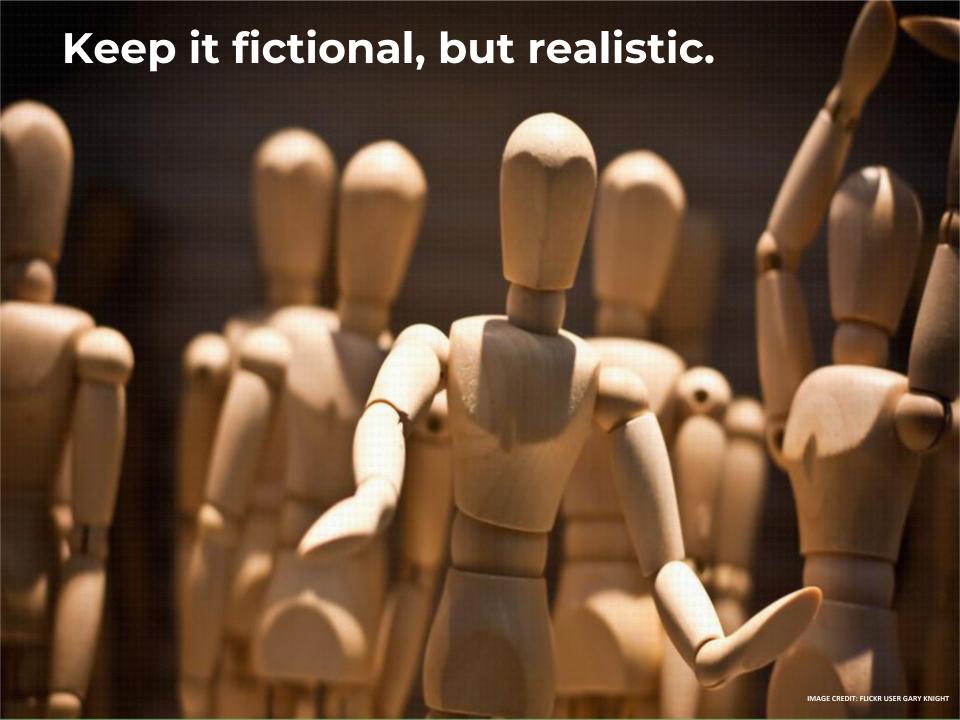
BEST PRACTICES FOR BUILDING BUYER PERSONAS

- Focus on motives behind the behaviors.
- Keep personas fictional, but still realistic.
- Choose one primary persona.
- Tell your persona's story.



Focus on the motives behind behaviors.

Don't pay attention to what someone is doing, pay attention to why they're doing it.





Tell your persona's story.

Don't just list facts about them; weave those facts into a story that paints a relatable picture about who your persona is.



5 CHAPTER STORY FOR YOUR BUYER PERSONA

- 1. Job and demographic information
- 2. What does a day in their life look like?
- 3. What are their challenges and pain points?
- 4. Where do they go for information?
- 5. What are the common objections to the product or services?

PERSONA EXAMPLE: RV Dealership



QUESTIONS TO ASK

Persona Example: RV Dealership

- What is your role in life? Are you a parent? Grandparent?
- What does a day in your life look like?
- How do you plan a vacation? Do you read any travel publications?
- How do you research an expensive purchase?
- What do you look for in an RV?

PERSONA EXAMPLE:
RV Betty





Persona Detail	Questions to Ask
Role	 Retired from office job and getting restless Spends free time with friends, cooking, reading
Company/Organization	 Retired; used to work at an office job where she was low/mid-level executive
Goals	 Values her family and friends Wants to enjoy retirement Longtime dream to travel in an RV
Challenges	 Logistics – travel comfortably, get access to utilities Wants space with ease of use Takes time to making purchase
Watering Holes	 Likes to read travel magazines and websites On Facebook, but only to keep up with family Relies on organic search to find company names
Personal Background	 In mid 60s to early 70s Lives in suburbs with husband Has children but they are out of the house and financially independent
Shopping Preferences	 Has expendable income Wants RV to be a home-away-from-home to entertain family and friends Needs to feel she's buying something good/reliable/reputable Wants high-touch sales process



1. What is their job & demographic information?

Betty has **recently retired** from an office job where she worked as a **lower to mid-level executive.** She is in her early 70's and lives with her husband. **They have children,** but they're all out of the house now.



2. What does a day in their life look like?

Betty lives in a suburb of a city. Her husband is also retired. They have been talking about traveling in an RV upon retirement for years – this is a long-time dream of theirs. The kids are self-sufficient and have been out of the house for long enough that Betty doesn't have to worry. She's been retired just long enough to be bored. While she doesn't consider herself to be wealthy, she and her husband have a substantial savings and are prepared to enjoy their retirement.



3. What are their challenges/pain points?

Betty is worried about the logistics of traveling in an RV – how easy will it be to find utility hookups, where are the best places to stay if you have one, etc. She also wants something comfortable; she plans on spending a lot of time in it. She has other retired friends so she wants additional sleeping space and she wants to make sure they have plenty of room for food and even cooking. She wants as much ease as possible when traveling.



4. Where do they go for information?

Betty likes to look at travel magazines and websites. She likes to plan destinations. She is on Facebook, which she checks once in awhile to keep up with the kids and friends. She set up a LinkedIn account 3 or 4 years ago, but hasn't touched it since.



5. Common objections to products and services?

Betty likes to buy from someone she **trusts.** She **takes her time making purchases**, especially large ones. She feels like she makes smart purchase decisions and wants to feel **like she's buying a good, reliable brand.** Betty needs to **see, feel, touch, and tour the actual model** of RV she's buying.

SUMMARY: STEPS TO CREATE A BUYER PERSONA

- 1. Identify questions to ask to develop your persona.
- 2. Determine how you'll research your personas.
- Compile research and answers to your paraphrased version of questions.
- 4. Use the buyer persona-building best practices to transform your notes into a complete persona.

RECAP: BEST PRACTICES FOR BUILDING BUYER PERSONAS

- Focus on motives behind behaviors.
- Keep personas fictional, but still realistic.
- Choose one primary persona.
- Tell your persona's story.

Growing your understanding of your personas is at the center of the conversation all the time.



QUESTIONS TO HELP YOU GET STARTED

- What are the demographics, age, title of your persona?
- What do they do?
- What are their ambitions?
- Who do they work with?
- What are their work objectives?
- What do they worry about?
- What are their challenges?
- How to they make buying decisions?
- What are their requirements relating to your brand/company?
- What are their frustrations with other providers and the industry?
- When you do get a meeting with them, what questions do they ask?
- How do they search for solutions to their challenges?
- Where do they go for information?
- What social media platforms do they engage with?
- What type of content are they reading online?

Persona Profile Checklist

Persona Detail	Questions to Ask
Role	
Company/Organization	
Goals	
Challenges	
Watering Holes	
Personal Background	
Shopping Preferences	



Course 4 Completed. Now take the next course.

Getting Started Courses

- 1. Why You Need to Update Your Online Marketing Strategies
- 2. What is Modern Online Marketing and How it Works
- 3. How to Create a Marketing Positioning Statement
- 4. How to Create Marketing Buying Personas
- 5. How to Perform a Content Audit by Buying Stage
- 6. How To Research and Find the Right Keywords

Website Courses

- 7. How to Improve and Update your Current Website
- 8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
- 9. How to Deliver a Successful Website User Experience
- 10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

- 11. What Is and How to Use Content Marketing
- 12. How to Repurpose and Produce Marketing Content
- 13. How to Generate Content Marketing Ideas
- 14. How to Engage Buyers with Effective Writing Techniques
- 15. How to Use Storytelling to Resonate with Buyers
- 16. How to Measure and Analyze your Content Marketing

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- 17. How to Effectively Promote Your Content Marketing
- **18.** How to Create and Use a Blog to Drive Website Traffic
- 19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

- 20. What is and How to Use Email Marketing Strategies
- 21. How to Use Email to Nurture and Grow Your Customers
- 22. How to Create the Right Lists for Email Marketing
- 23. How to Design Email Templates that Capture Interest
- **24.** How to Create High Performing Emails that Convert Buyers
- 25. How to Optimize, Measure, and Track Email Marketing Success

Get Going Courses

- **26.** How to Start Implementing Modern Marketing Strategies
- **27.** How to Set Marketing Metrics and Milestones
- 28. How to Use a CRM for Modern Marketing
- **29.** What Software Tools are Needed for Modern Marketing

The End.

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THANK YOU.