



# **Understanding & Influencing Your Customers**

Marketing Mavens

# Marketing and Sales can be remarkably similar to dating and relationships.

- Less about you, more about them
- Don't come on too strong
- Don't be cheap
- Show some personality
- Forget about love at first sight, relationships take time
- If everything clicks, they'll call you



To effectively market and sell your product or service...

**You need to develop a prototype of  
your target audience,  
called a buyer persona**

# What Are Buyer Personas?



- Personas are defined as archetypal users that represent the needs, **goals, values, and behaviours** of larger groups.
- Personas are a common **marketing and design tactic** that helps you to focus on your sales and marketing
- They are **character sketches** of individual audience members that define who the website, product or service is for.
- Personas help marketers **visualise their audience** and better understand their needs
- Personas **bring buyers to life** by giving them names, personalities, and faces.

It makes sense!

**Thomson Reuter** - buyer personas  
contributed to a 175% increase in  
revenue attributed to marketing

10% increase in leads sent to sales,  
and a  
72% reduction in lead conversion time.  
*DemandGen Report*





# Do you want to meet your buyer?

## Create Buyer Personas

- It is key to making money and providing a great customer service
- You need to be attentive to your buyers needs
- Put yourself in your customers' shoes
- Using data to understand your customers
- CRM/Customer Database
- Ask your customers what they think – Survey
- Use free tools – YouGovProfiles - <https://yougov.co.uk/profileslite>



**Now showing:** Shows what is particularly true of people who donate to NSPCC compared to other groups of the same type. | Sample size: 1260 | Mar 11, 2016  
| © YouGov | What is this data?



## DEMOGRAPHICS

## LIFESTYLE

## PERSONALITY

## BRANDS

## ENTERTAINMENT

## ONLINE

## MEDIA



HELP!

UPGRADE TO  
PROFESSIONAL VERSION

## DEMOGRAPHICS

GENDER: FEMALE

AGE: 40-54

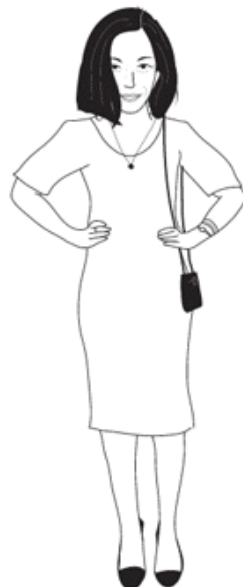
SOCIAL GRADE: ABC1

## TOP REGIONS

LONDON

MIDLANDS

YORKSHIRE



## POLITICS

LEFT

RIGHT



## PROFESSIONS

ACCOUNTING

ADVERTISING/MARKETING/PUBL.

CIVIL SOCIETY AND CHARITY

## MONTHLY SPARE £

LESS THAN £125







**Owner Ollie**  
(1-100 employees)

- "Owner" of business
- Started biz with own capital
- Helps with sales, finance, marketing, HR
- Static company website
- No CRM system
- Wants to get more leads and earn more money
- Needs easy to use tools
- Wants his life to be easier



**Marketing Mary**  
(100-2,000 employees)

- "Director/VP of Marketing"
- 10+ years marketing experience
- Worries about "brand presence" (colors, logo, fonts)
- Skilled at PR and branding
- Website built for \$25K with firm
- Uses Salesforce.com
- Wants to learn inbound marketing
- Needs reports to show CEO
- Doesn't like to tinker

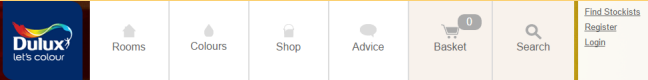
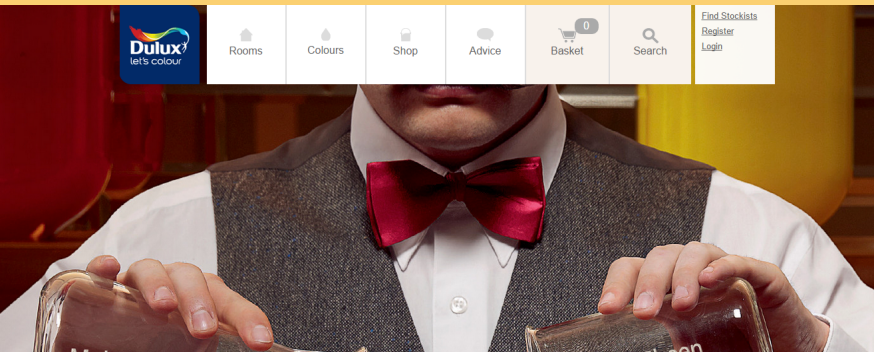


**Enterprise Erin**  
(2,000+ employees)

- CMO / VP of Global Marketing
- Manages high level strategic objectives from the C-Suite
- Biggest hurdles are organizational change rather than software
- Unhealthy relationship with sales
- Wants software that can conform to the organization's unique needs
- Services and relationship just as important as the software itself

**Example of Personas for marketing software**

# Now You Are Speaking My Language



**HubSpot**

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# Why developing a persona is helpful?

**Understanding the needs of your audience is critical to the success of marketing!**

- Personas help to move you away from what the marketing team wants and towards what the persona wants.
- Personas will help you to identify and **communicate their needs** efficiently and effectively.
- It aligns the **team** to market and sell to the same person
- It helps with **messaging** and campaign development



# How Can You Use Personas?

- Better Content - They Ask. You Answer.
- You can start using LinkedIn more effectively
- A website that speaks to personas is 5 times more effective
- Personas allow you to personalise your message
- Target your marketing for different segments of your audience.
  - For example, instead of sending the same lead generation emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.



# How Can You Use Personas?

- They can help you improve your marketing overall
- You will understand what type of mediums/channels they use
- When combined with lifecycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content.



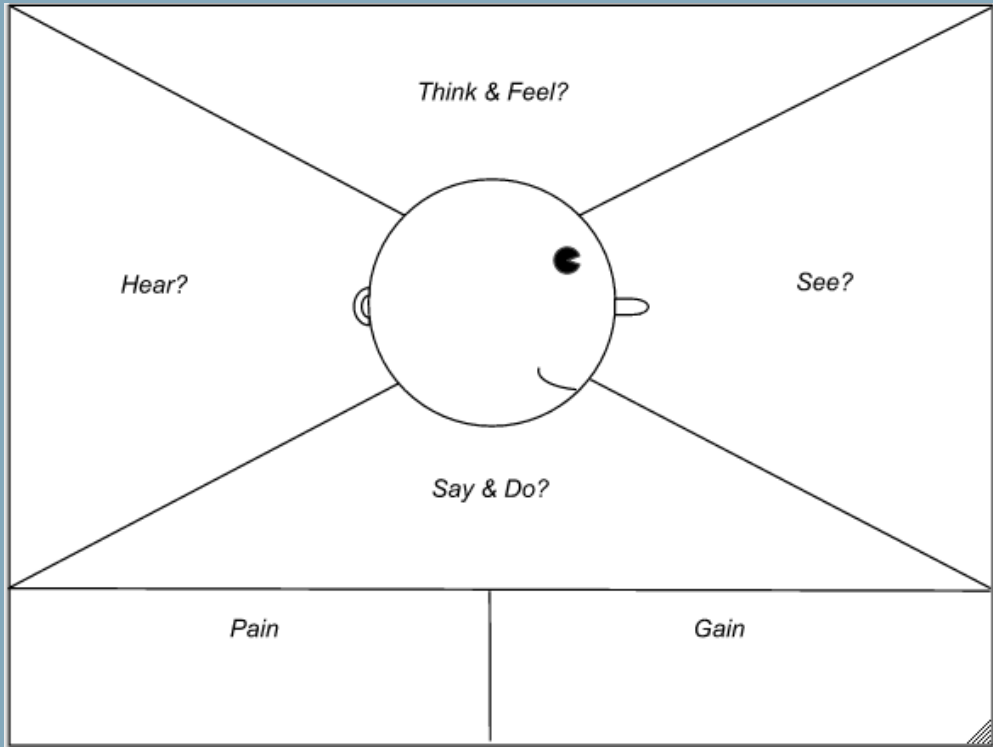
# How Do You Create Buyer Personas?

Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers, prospects and those outside of your contact database who might align with your target audience.

Here are some practical methods for gathering the information you need to develop personas:

- Rule – Don't just make them up
- Interview customers either in person or over the phone to discover what they like about your product or service.

# Persona research - Empathy Map



# Persona Questions to Ask Yourself

- Who wants to buy your product/service?
- What is their demographic information?
- What is their age?
- Where do they live?
- What industry do they work?
- What is their job level/seniority?
- What do they care about?
- What does a day in their life look like?
- What are their pains/issues?
- What do they value?
- What are their goals?
- Where do they seek their information/data?
- What are their most common objections to your product/service?






# Continual Persona Research

- Look through your **contacts database** to uncover trends about how certain leads or customers find and consume your content.
- When **creating forms** to use on your website, use form fields that capture important persona information.
  - Company size
  - Social media accounts
  - Where did you hear from us?
- Take into consideration your **sales team's feedback** on the leads they are interacting with most.

# Make My Persona -

<https://www.hubspot.com/make-my-persona>

## Persona 1



### PERSONA TEMPLATE

**AGE** 26

**OCCUPATION** Record Store Manager


**STATUS** Single

**LOCATION** New York, NY

**TIER** Enthusiast

**ARCHETYPE** The Maestro

☐ Ambitious ☐ Admired ☐ Focused



*"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."*

### MOTIVATIONS

Incentive	
Fear	
Achievement	
Growth	
Power	
Social	

### GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

### FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

### BIO





Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

### PERSONALITY

Extrovert	Introvert
Sensing	Intuition
Thinking	Feeling
Judging	Perceiving

### TECHNOLOGY

IT and Internet	
Software	
Mobile Apps	
Social Networks	



# Marketing Mavens



## Full Service Digital Marketing Agency

- MarketingMavens is for marketing managers and business owners who are tired of spending a lot of money on campaigns that can't be measured and don't deliver results.
  - **Develop a presence**
  - **Increase Awareness**
  - **Improve Conversions**
- We take a holistic approach and put together integrated inbound strategies and campaigns that will drive visitors to your website and convert those visitors into leads.
- **Training** – workshops and in-house training on all aspects of marketing