Napier

How to create

BUYER PERSONAS

for your B2B campaigns



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What Are Buyer Personas?

Buyer personas are fictional, generalised representations of their ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviours, and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.). Depending on their business, you could have as few as one or two personas, or as many as 10 or 20. (Note: If you're new to personas, start small! You can always develop more personas later if needed.)

What Are Negative Personas?

Whereas a buyer persona is a representation of an ideal customer, a negative -- or “exclusionary” -- persona is a representation of who you don’t want as a customer.

This could include, for example, professionals who are too advanced for your product or service, students who are only engaging with their content for research/knowledge, or potential customers who are just too expensive to acquire (because of a low average sale price, their propensity to churn, or their unlikeliness to purchase again from their company.)

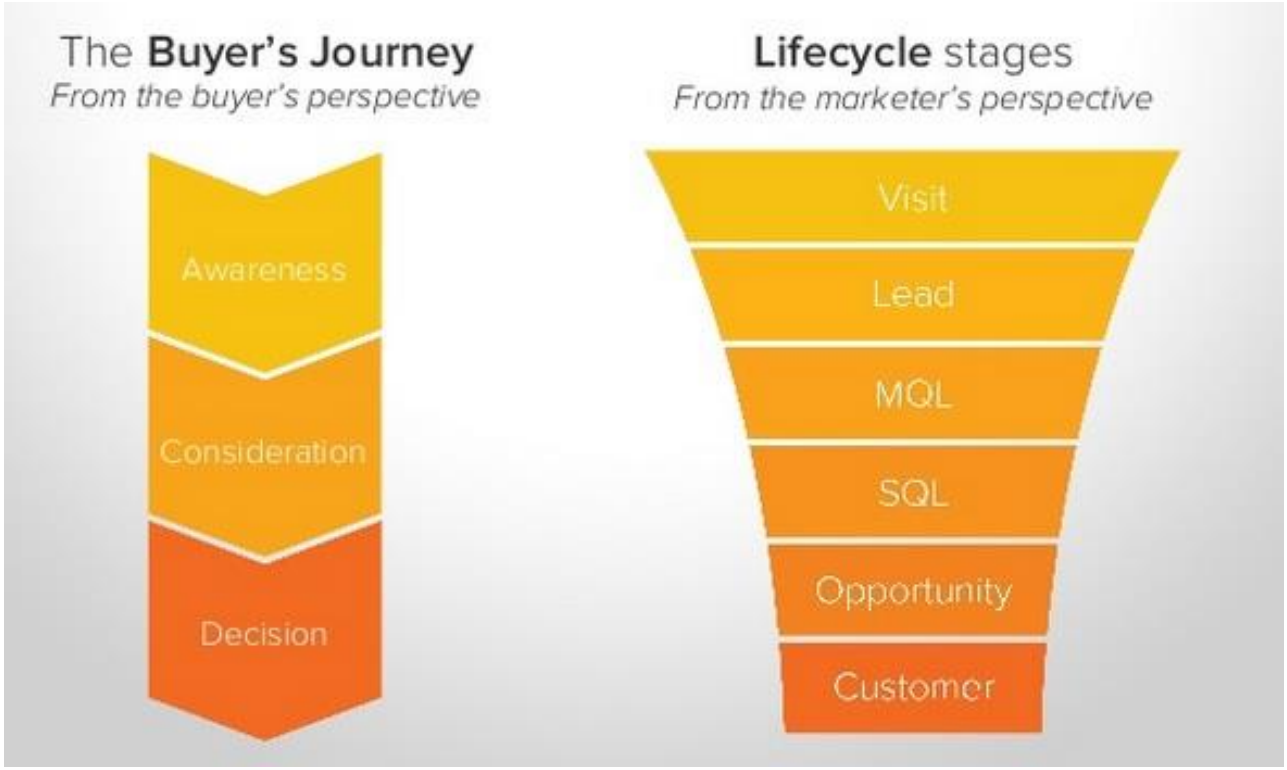
How Can You Use Personas?

At the most basic level, personas allow you to personalise or target your marketing for different segments of their audience. For example, instead of sending the same lead nurturing emails to everyone in their database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.

If you take the time to create negative personas, you'll have the added advantage of being able to segment out the "bad apples" from the rest of your contacts, which can help you achieve a lower cost-per-lead and cost-per-customer (and see higher sales productivity).

How Can You Use Personas? (ctd)

When combined with lifecycle stage (i.e. how far along someone is in the 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 with your target audience. That includes a mix of customers, prospects, and those outside of your contact database who might align with your target audience.



HR Tina Manager



I am a...

HR Manager concerned with hiring top talent predicting job performance and employee engagement

Roles

Social Justice Militant as Low Tolerance for Injustice, Avid Theater or Movie Goer, Avid Traveller, Cook, Nature Lover

Goals

Recruit, Retain, Inspire, Engage Top talents, Streamline Recruitment Process, Decrease Unnecessary Administrative Work, Save Time & Money With HR Tasks

Challenges

Too much to do, not enough resources, not enough time, not enough employee, lower budget, senior management always asking "Why do We Need HR Again?"

Demographics

Age: Mid 30s to mid 50s
Income: 90K to 130K
Education: University degree with many years (more than 6) experience in HR
Location: Urban

Story

HR Tina is easy going and is always looking for information and best practices. She is revolutionary and she wants to make a difference at her organization. She knows what she wants and wants the best for her colleagues, customers and for the organization. She understands that recruiting top talents in this new technological world is a challenge and she is open for discussions. She is seeing that her budget is shrinking and she has to cope with this reality; however she doesn't want to miss out on quality hires as she understands the staggering costs of bad hires and promoting bad managers. She loves her family and friends, but her tendency to never say "NO" makes her work late at night. She is a manager and wears many hats and she would be happy to get some relief. She educates herself online and discuss with her colleagues for best practices. She may not have a chance to attend many conferences; however she likes industry blogs and reliable HR news magazine or online newspapers. She wants a vendor she can work with and has the ability to be extremely flexible to her needs. She wants well created, customized, and easy to use products and services as she wants to feel part of the process. She also wants to feel that she is buying a good reliable brand with stellar customer service. She is a leader and doesn't like status quo.

Things to Include in a Persona

Job:
What is their job role? Job title?
How is their job measured?
What is a typical day?
What skills are required?
What knowledge and tools do they use?
Who do they report to? Who reports to them?

Goals:
What are they responsible for?
What does it mean to be successful in their role?

Challenges:
What are their biggest challenges?
How do they overcome these challenges?
Are they technical or commercial?

Company:
What industry or industries does their company work in?
What is the size of their company (revenue, employees?)

Information Sources:
How do they learn about new information for their job?
What publications or blogs do they read?
What associations and social networks do they belong to?

Personal Background:
Age
Family (single, married, children)
Education

Purchasing/Design-in Preferences:
How to they prefer to interact with vendors (email, phone, in person?)
How do they search for information?
What types of websites do they use?
Which other people are in the DMU?
Do they have authority to buy or just recommend?

Methods for Developing Personas

Interview customers either in person or over the phone to discover what they like about their product or service.

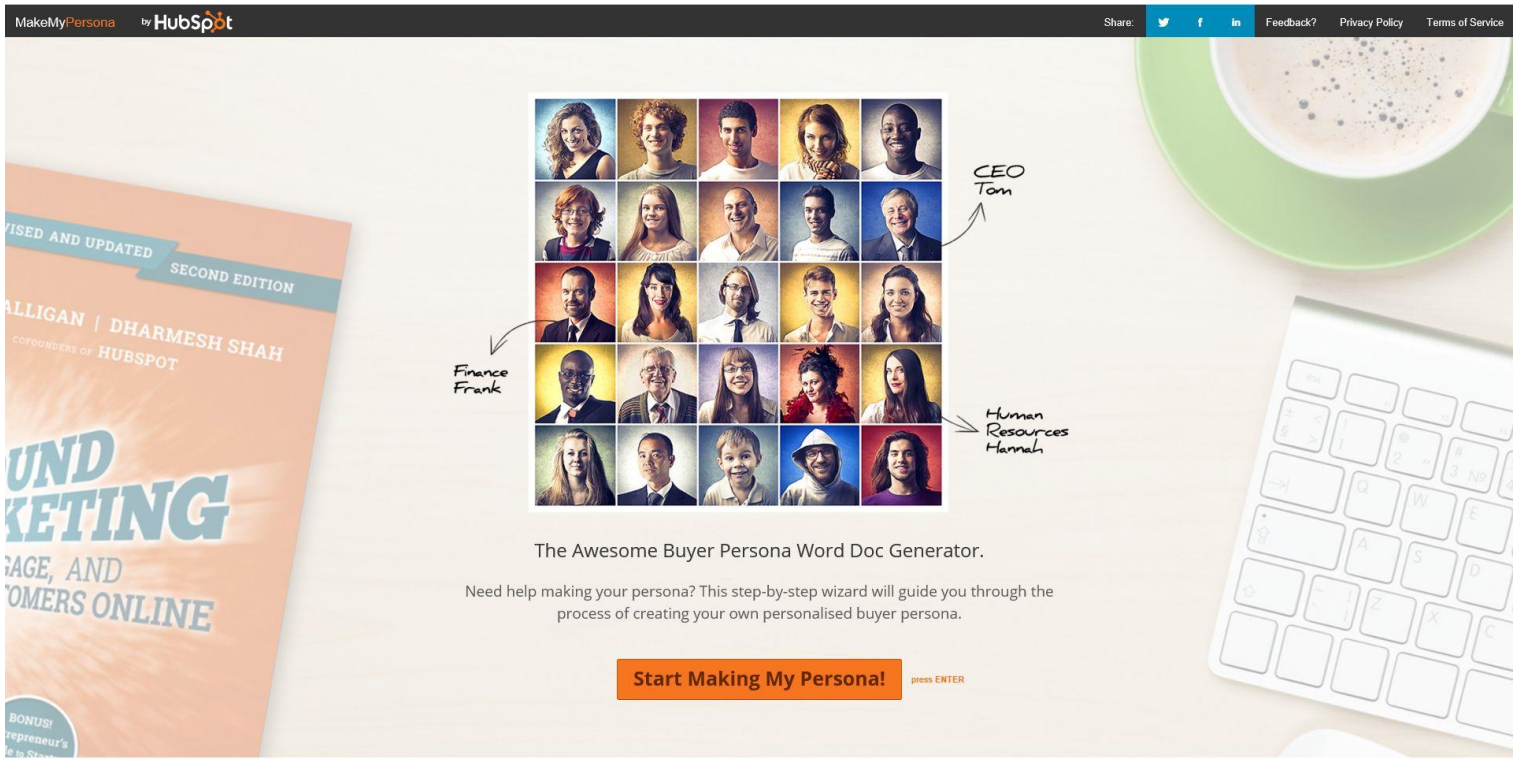
Look through their contacts database to uncover trends about how certain leads or customers find and consume their content.

When creating forms to use on your website, use form fields that capture important persona information. For example, if all of their personas vary based on company size, ask each lead for information about company size on their forms.

Take into consideration your sales team's feedback on the leads they are interacting with most. What types of sales cycles does your sales team work with? What generalisations can they make about the different types of customers they serve best?

A Persona Tool

A great tool for creating personas is the HubSpot *Make My Persona* tool - makemypersona.com



ABOUT NAPIER

Napier is a B2B technology PR and marketing agency that uses deep market insight to design and implement creative campaigns, which drive our clients' commercial success. The agency offers a complete portfolio of marketing services, helping clients in markets such as Electronics, IT and Industrial Technology promote their products and services throughout Europe.

Visit **www.napierb2b.com** to find out how we could help you generate more leads.

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