Karla Wentworth, Marketing Operations Hive Expert, B2B Marketing
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MODEL:

Persona mapping for CRM



- Ensure our personas represent the customers we currently have, not the ones we want. Also, don't create convenient archetypes, ensure personas are based on substantial research.
- Similar to our previous point, ensure we don't over generalise- create specific persona's that are more than 'male 45-55'.
- Are we able to create a customer strategy based on the persona's we have? If not, we need to dig deeper to find out more about each persona.
- Could someone else understand the persona? Would they be able to tell a story about the day in the life of the persona? If they can't, then we need to go back and make this possible.
- Test the personas in the field. Perhaps interview subjects and ask if they feel the persona represents them. Adapt communication strategies to suit our new personas. See how our audience are reacting to the communication.