

DEVELOP BUYER PERSONAS

A Guide For Digital Marketers

An actionable guide by Equinet Academy

Objectives

In this walk-through guide for developing a persona profile, we cut through the fluff and serve you real, actionable insights that you can apply directly to your business.

Learns:

After reading this guide, you should be able to

1. create a buyer persona with at least 5 essential parts
2. differentiate between a b2b and b2c persona
3. perform data gathering process for the creation of buyer personas

What to Expect:

- An analysis of types of questions to ask.
- Case studies, samples, and examples of real-world scenarios.
- A holistic and thorough persona template.
- Myth-busting and Frequently Asked Questions.

INTRODUCTION

Overview and purpose.

Overview

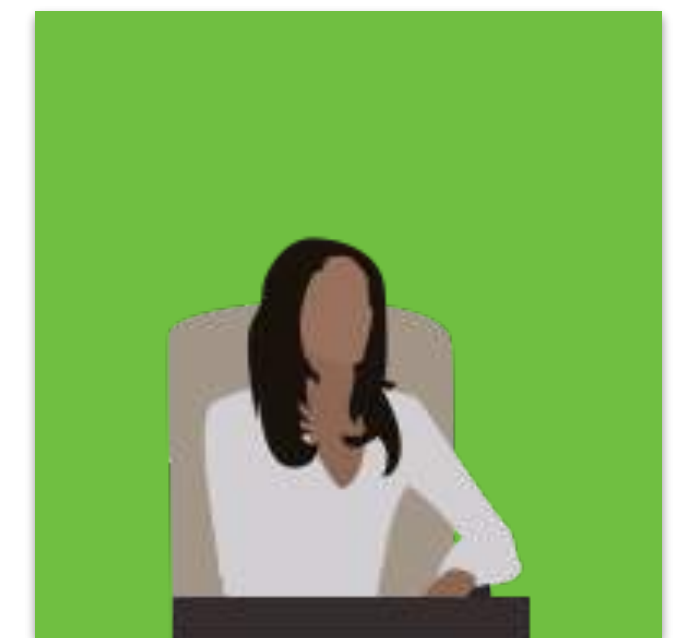
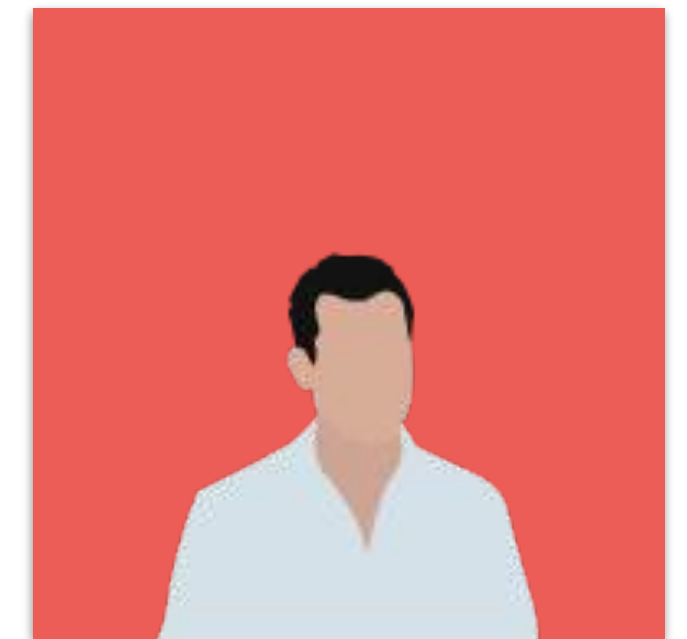
If you've read about market segmentation, you'll know that trying to connect with everyone does not work. Your strategy will not have a clear direction.

Here's where a buyer persona would be helpful. A persona is basically a research-based model of your real or prospective customer. **Personas require more than educated assumptions**, to be truly effective, it requires data from interviewing or surveying real people.

Many people think that personas are fluff and don't tell you anything useful. However, a well-crafted persona can reveal **insights about your buyer's decision process**, specific attitudes and concerns that drive their thought processes and choices.

It is important to empathise with your audience and dig deeper to find out their pain points. A single persona can provide a startling amount of clarity, structure and direction to your marketing strategies, and overall **boosting productivity**.

Start by narrowing your focus by dividing your audience into small groups that share similar characteristics or motivations. Then, go micro by **getting a deeper understanding** of that one group.



IN SUMMARY,

Personas are useful because they can help bring clarity to your SEO, content creation, and social media strategy, saving you time and frustration down the road.

Hallmarks of a well-built persona

Build and keep relationships with the right people.

Inform smart content decisions.

Drive buyer outreach and traffic.

Enable consistent storytelling across all teams.



DEVELOPING YOUR PERSONA

Structure of a persona and how to gain insights



Overview

This chapter details the different aspects that make up a comprehensive persona.

From information sources to brand ecosystem to purchasing insights, you'll be able to develop a persona that can inform your business and marketing strategies.

Contrary to popular belief, demographics aren't that important. It may be useful to know that you're targeting young mothers aged 27 to 35, but think about what that age group does. Imagine a day in their lives, their routines, issues they might face, media consumption, and how they measure success. Behavioural targeting has [proven](#) to be powerfully effective in marketing.

What we'll be covering:

- Illustrated view of a customer's buying journey
- B2B and B2C persona templates
- Uncovering pain points
- Identifying touch points
- Constructing your persona's buying journey

B2B VS B2C

In B2B marketing, marketers can **use industry jargons to great effect**. The purchase process tends to be more logically and rationally driven, and clients **look for expertise and efficiency** (budgets and productivity). Hence, lengthy and often technical content is utilised in B2B marketing copy as businesses need to prove its expertise and **give its target audience a reason to buy in**.

There is often **a large number of stakeholders involved** in a single purchase decision, such as budget holders, end users, and other related departments.

For example, if you're selling an email marketing solution to a client, remember that the marketing executive isn't the sole target audience. It usually involves their bosses, the finance department and procurement.

As such, the B2B buying cycle is longer than B2C, requiring more nurturing as they are **meant to complete long-term goals**. Some B2B purchase contracts even last for decades.

The B2C marketing voice has to be relatable and easy to digest, meaning **simpler and more conversational language**. The B2C buying cycle is typically shorter and triggered by emotions such as **hunger, desire, and social status**.

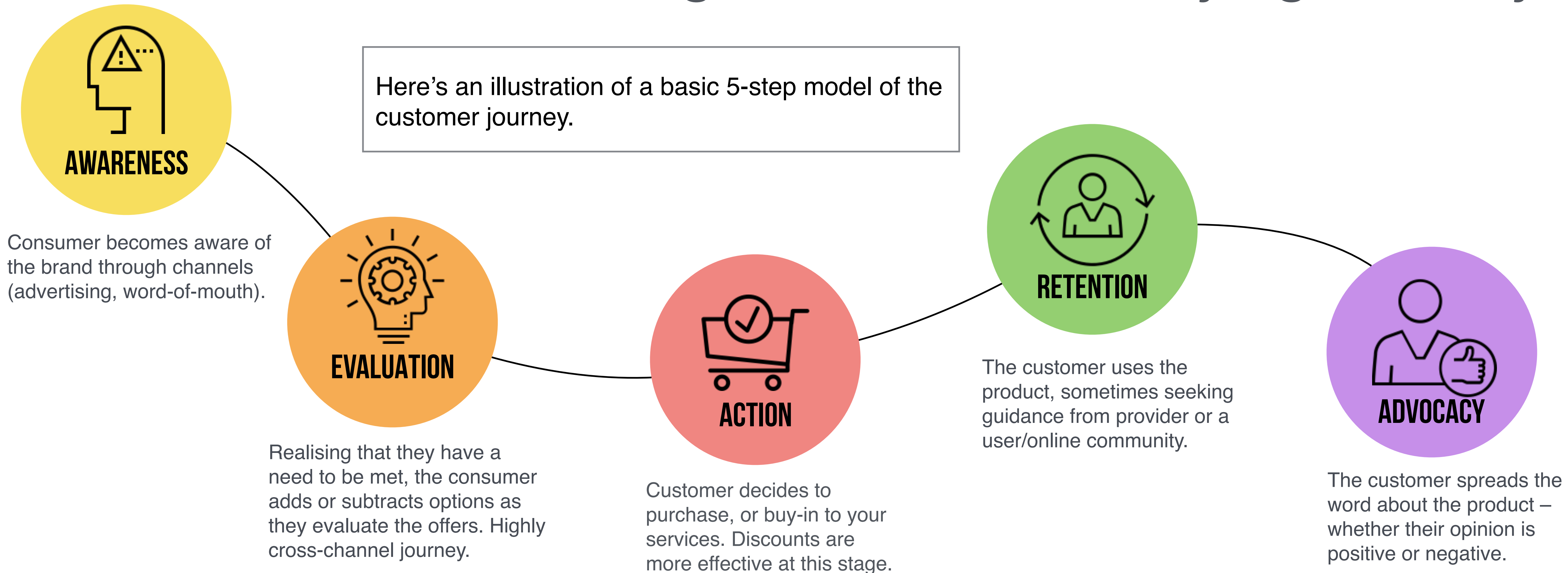
Social media is a common platform for B2C marketing campaigns. Print and analog media is slowly taking less precedence. Therefore, the marketing copy should meet the basic needs of being **short and snappy, useful, humorous and shareable**.

B2C buying cycles are often shorter, as they tend to **satisfy immediate needs**. It's not uncommon for the B2C cycle to be as short as just a few minutes.

In B2C purchases, the buying power goes to the main target. However, their friends and family play a big part in influencing their decision, as studies have shown that **consumers prefer to trust a friend's recommendation** or online reviews over celebrity endorsements.

A common pitfall of creating a persona is that people tend to make it about one specific person. Rather than identifying the desires, goals, and challenges of only one individual, aim to gather a collective of characteristics from a group for your persona.

Understanding The Customer Buying Journey

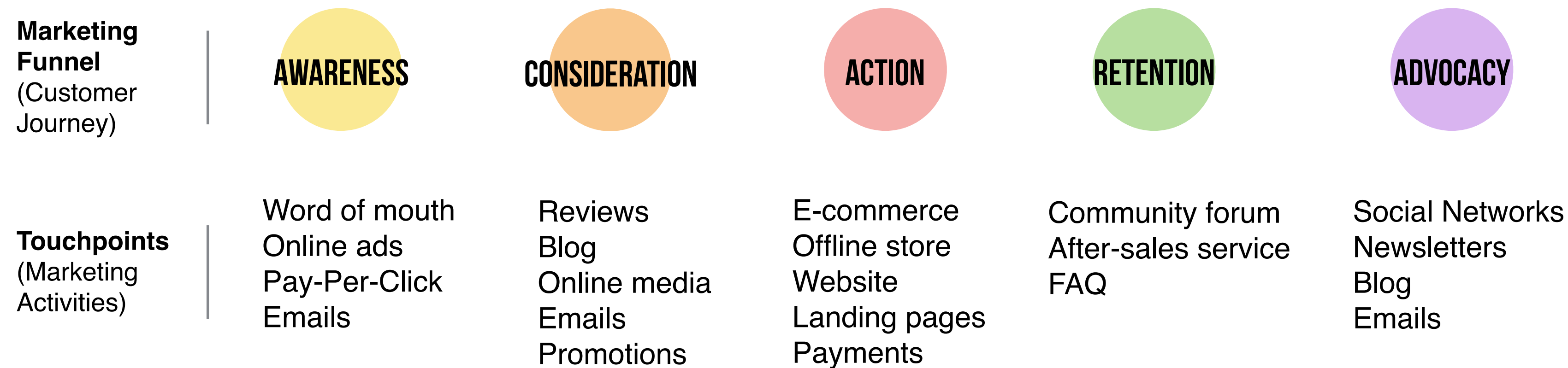


When curated well, you will be able to direct your budget and messaging to the moments of maximum influence and create trust. Refer to [this post by Marketeer](#) to check out other types of Journey Maps.

What are touchpoints?

They are defined as any customer interaction or encounter that can influence the customer's perception of your brand. A touchpoint can be *intentional*, such as an email you send out; or *unintentional*, such as an online review of your brand on Amazon or Facebook.

Your touchpoints need to include every encounter in the marketing funnel. We've got some examples below:



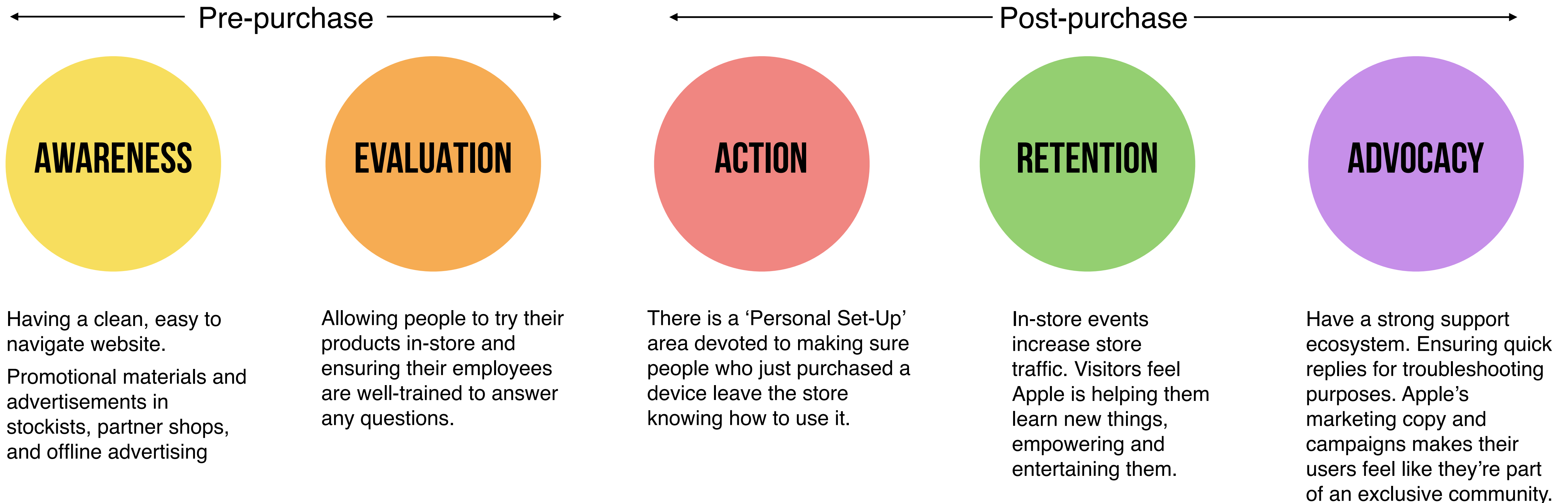
Refining your touchpoints

It is important to identify your target's lifestyle, habits, influences, to cover as many touch points as possible.

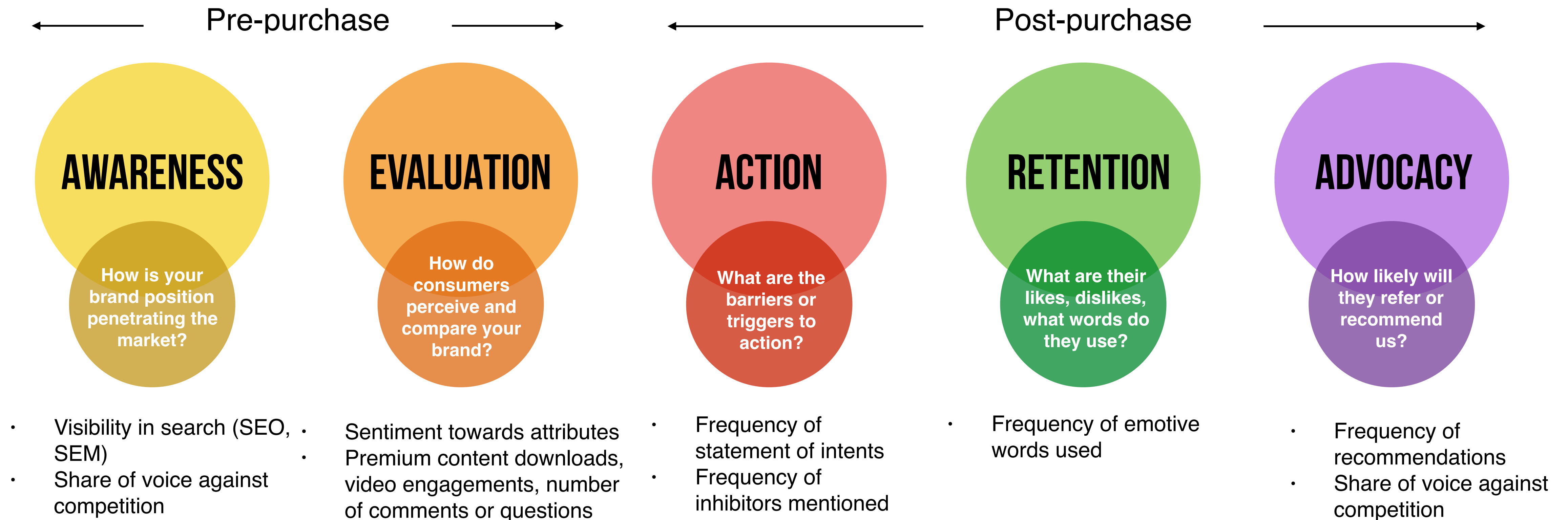
It's easier to plan your business, service, marketing strategy/tactics when you've identified where the customer is open to influence,

Case Study: Apple's touch points

People often become loyal to products and services for reasons beyond the primary features and attributes all competitors offer. Below are some examples of Apple's touchpoint at each stage of the consumer journey.



CHECK YOURSELF: HOW DO BUYERS VIEW YOUR BRAND AT EACH STAGE?

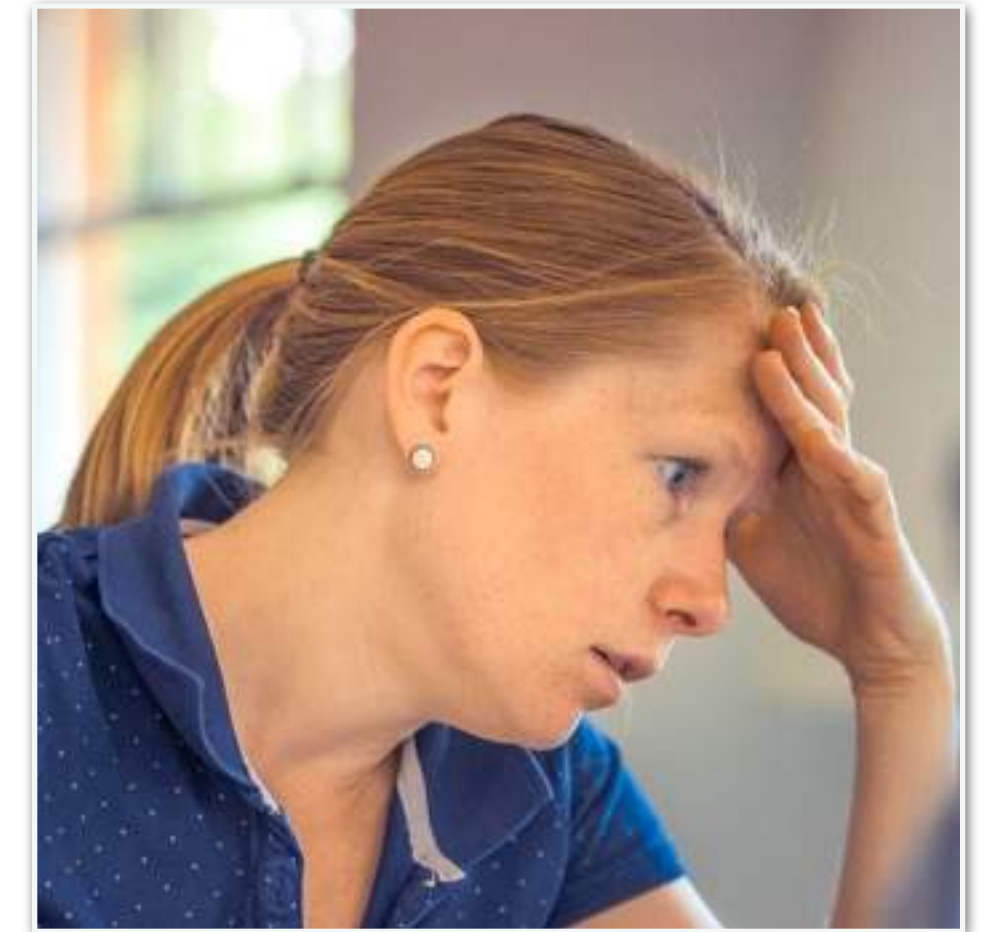


With the current plethora of choices, the buyer's journey is unlikely to be linear. They might bounce around a few times during the consideration phase.

What are pain points?

They're basically a complaint.

Unless your prospect has a need to solve a problem, they are not going to buy a product or your services. Customers sometimes buy things spontaneously without thinking through what they actually need. But, often, there is an underlying reason for a purchase, even if the buyer doesn't bring it to the surface.



A Young parents are **too tired to go grocery shopping** after work.

Rise of e-grocers like Redmart and Honestbee. Shop online for groceries and get them delivered to doorstep.

B Apple users have **difficulty setting up** their devices after purchasing

Apple implemented the Personal Set-Up counter in each Apple store.

C Millennials want to travel the world but have **no time** to compare ticket prices to find out the **cheapest**.

Content aggregators!
Subscribe to mailing lists to receive email alerts for low ticket prices across all airlines.

If you show that you can solve a customer's pain point, there will be more opportunities for leads.

Your buyer persona should include...



1

Clear picture, ideally in their environment

2

Brief description

Overview of their demographics, psychographics.

- Age range. Occupation. Income. (if applicable)
- Ethnicity? Religion? Location?
- Values, priorities, beliefs?

3

Information sources

What are their trusted brands and influencers?

- Social media following
- Friends, Relatives, Colleagues
- Newspapers during weekends
- Radio while driving in car

4

Behaviours

Do they have any daily routines or habits?

- What are their hobbies and interest?
- Where do they hang out
- Visualise a day in their life.

5

Pain points

Money, efficiency, productivity, usability.

Emotional triggers:
Fatigue, stress, overworked

6

Outcomes

What results do they want to get when they buy or subscribe to your product? Or if they were already using a competitor's brand.

Your buyer persona may ALSO include...

7

Engagement

What's the level of engagement they have with your brand?

Do they know that you exist?

First-time customers or repeat buyers?

Are they a vocal advocate of your brand?

8

Attitudes and concerns

What's stopping them from buying or subscribing?

How's their budget or spending power?

Are they an advocate of your competitor but looking to make a switch?

Do they prioritise brand or quality?

9

Objections

What are the common objections you might run into while speaking to this individual, and how would you assure them that the product meets their needs?

Be honest and do not overpromise.

10

Ecosystem

Which includes not just potential competitors, but partners and other brands that also serve your ideal customer.

And here's something extra for B2B cases...

- 11** **Primary and secondary goals**, specifically for their position or for their career as a whole.
- 12** Key Performance Indicators (KPIs), the criteria used to measure their results.
- 13** Any **challenges** they have within their role, which could be specifically about what they do or how they manage their work, and benefits that might draw them to one solution over another.
- 14** **How your solution fits into their routine/life**, including specific features or benefits that will have the most value.



WORRIED ABOUT MISSING TOUCH POINTS?

A. WALK YOURSELF THROUGH YOUR CUSTOMER'S JOURNEY.

B. ASK A CUSTOMER TO WALK YOU THROUGH THEIR EXPERIENCE WITH YOUR BRAND

These questions will get you started

What was the first thing you did to research a potential solution? If Google, do you remember the search terms?

Where do you purchase?

Where do you get your information from?

What are your elimination factors?

What made you decide to purchase?

How familiar were you with the different options in the market?

DATA GATHERING

How to gather data, and build a persona from them.

Overview

It's possible to make some educated assumptions about your customers. However, you would be missing key insights if you do not include the opinions and experiences of your customers to build personas.

While you might have usage or demo/ firmographic info on your customers, you likely don't have the qualitative insight that helps tell the story of why they do the things they do, what helps them achieve their goals, how they make decisions.

For every action your consumers take – making a purchase, watching an advertisement, browsing a store, surfing the internet, engaging in social media – there are an infinite number of data points for you to utilise.

Primary Research

Gathering information from direct sources

- Interviews
- Questionnaires
- Surveys

Secondary Research

Gathering information from indirect sources

- Competitor Research
- Search Engines
- Analytics Data (Google Analytics, Facebook Audiences)

As a general rule, the more time your buyer spends in the buying decision/buying process, the more insight you can get out of it.

With online tools and platform for reaching out to past, existing, and prospective clients, and third-party networks, it becomes much easier to gather quick, unbiased and quality information.

Creating surveys

Surveys can be broadly classified into two categories: questionnaires and interviews.

In questionnaires, multiple choice answers are the norm. Common questionnaire type surveys are: phone survey, street (pen-and-paper) surveys, online/email.

Whereas in interviews, which takes up more time and is costlier to execute, the questions are typically open-ended, leaving room for the respondent to elaborate their opinions or even suggest ideas.

Surveys are used for obtaining factual information or gathering opinions. Now that almost everyone has a digital footprint, it's never been easier to get access to your target demographics.

Some commonly used free survey tools are:

Facebook, Instagram and Twitter also has simple poll templates available. This option is great for multiple choice or dichotomous (yes/no, true/false) questions.

The following pages will give you a brief overview of the types of questions commonly found in surveys.

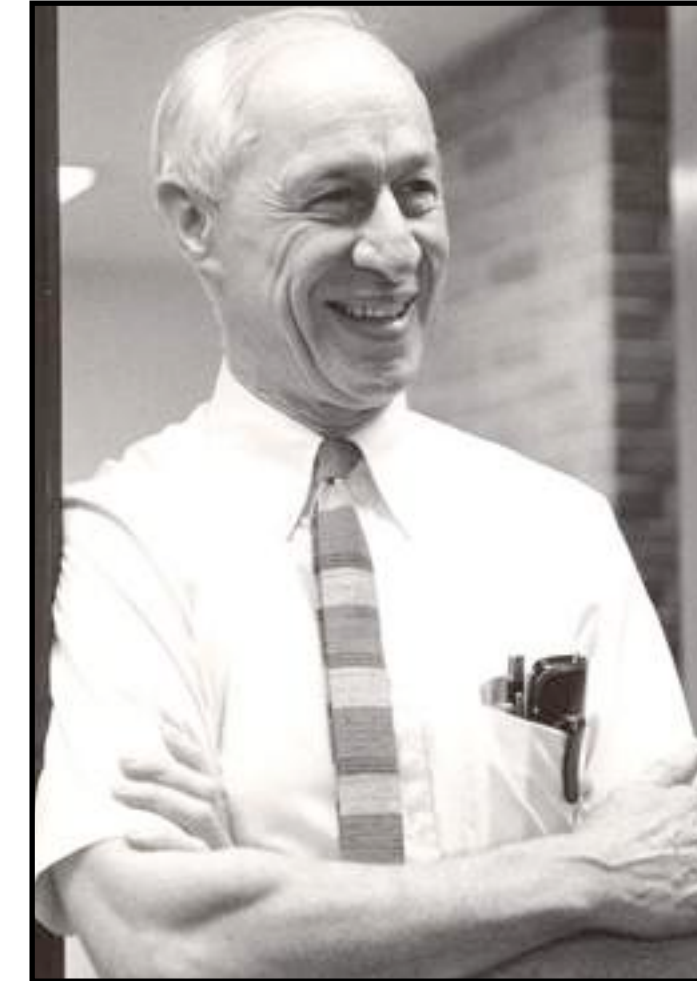
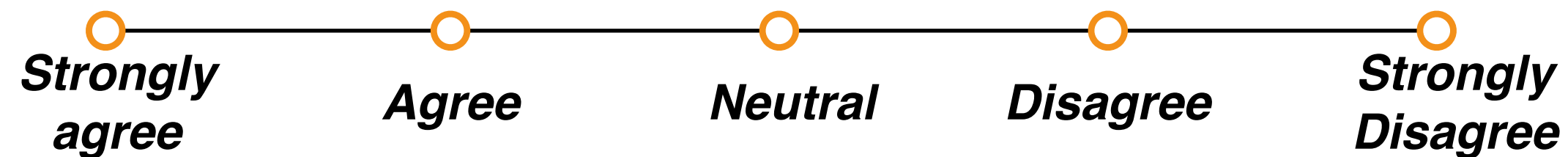


Likert Scales

Likert Scale is typically a five, seven, or nine point agreement scale used to measure respondents' agreement with a variety of statements.

Using a scale of 1 to 5 where 1 means strongly agree and 5 means strongly disagree, how much do you agree or disagree with the following statement:

“Equinet Academy provides useful industry knowledge and actionable tips in their courses”



Organizational psychologist **Rensis Likert** developed the Likert Scale in 1932, in order to assess the level of agreement or disagreement of a symmetric agree-disagree scale.

(Source: questionpro.com)

Pros:

- Very flexible — you can measure broad areas or look at specific facets of your business
- More precise than dichotomous questions
- Easy to compile and understand results

Cons:

- Does not address the issue of “why”
- Requires development work before the survey to identify the most important facets to measure

Semantic-differential

In a semantic differential scale, each end of the scale marked is with different or opposing statements.

“On a scale from 1 to 7 where 1 is short and 7 is long, how would you describe the amount of time you had to wait for service?”

Pros:

- Can assess an intuitive or conceptual response to a product or service
- Easy to compile results

Cons:

- Depending on the number of options, it can be difficult for respondents to choose a response
- Can be hard to gauge the meaning of responses — one customer may classify a 2 minute wait as “long”, another could classify the same wait time as “short
- Does not address the issue of “why”



Multiple Choice

What's your favourite local dish?

- A. *Fishball Noodles*
- B. *Double McSpicy*
- C. *Chicken Rice*
- D. *Briyani*

Which of the following destinations would you like to visit in Winter?

- A. *Prague, Czech Republic*
- B. *Harbin, China*
- C. *Whistler, Canada*

Pros:

- Easy to answer
- Allows you to easily compile and analyze results

Cons:

- May not give the respondent the answer they want
- Does not address the issue of "why"

Dichotomous (Y/N, T/F)

"In the past 30 days, have you seen any advertising for _____? Yes or no?"

Harry Potter put his name in the Goblet of Fire.

- A. *True*
- B. *False*

Pros:

- Quick
- Does not allow for ambiguous answers

Cons:

- Does not allow for a certain degree of sensitivity and differentiation

Forced Preference

Requires sequential ranking from high to low until all factors are ranked.

"Look at the list of items and rank them from most useful to least useful."

Pros:

- Enables identification of "best" and "worst"
- Forces discrimination among alternatives

Cons:

- Limited number of alternatives
- Does not address the issue of "why"
- Can be fatiguing for respondent

Paired comparison

"When you are deciding which brand you are going to purchase, which is more important: price or quality?"

"I would rather read a book about:

A: Philosophy

B. Sports"

Pros:

- Can assess rank ordering of objects and identify degree of difference between objects
- Forces discrimination among alternatives

Cons:

- Limited number of options
- Does not address the issue of "why"
- Tends to have decreased reliability for mid-range responses

Focus Groups and Individual Interviews

Your existing customer base is a perfect place to start. As with any type of surveys, it is important to have an objective in mind. When selecting interviewees, reach out to customers or clients in all stages of the buying cycle. While it may sound great to hear the 'good' customers gush about how life-changing your product was, *it's important to hear from the other customers* that came into contact with your brand and products.

Sales cycles are starting to become less predictable and sometimes growing longer. This is causing many companies to reconsider their marketing and buying approaches.

It's becoming easier for buyers and consumers to choose how and when they want to engaged with your company. **You'll be able to better anticipate your buyers needs and connect via the touch points throughout the buying journey if you have a deeper understanding of how they think.**

Scenarios in stages	Suggestions of things to ask
Post Purchase: completed buying cycle	<ul style="list-style-type: none"> ● Suggestions for new products ● Upgrades for existing products, ● Unwanted or unneeded functions in current products
Post Purchase: Unhappy feedback and responses eg: returning item, requested for refund	<ul style="list-style-type: none"> ● Why were they unhappy? ● How did the product fail to meet their expectations?
Evaluation: Leaving items in wish list or shopping cart for an extended period of time	<ul style="list-style-type: none"> ● Was information unclear? ● What are their barriers to purchase? ● Are the prices too high?
Awareness: Just browsing	<ul style="list-style-type: none"> ● Are they still looking around? ● How did they find us? ● What are the barriers to purchasing?

Mystery shopping



To utilise this technique, you should already have a basic buyer persona with demographics and psychographics.

Mystery shopping can be applied in any industry, although the more common venues are retail stores, restaurants, banks, hotels, car dealerships, and healthcare facilities.

This feedback can help business owners find out if their products, stock, pricing, and placement are appealing to customers; measure the training and performance of frontline employees; learn if competitors do a better job at sales, service, marketing, and operations; identify if employees are following company procedures or compliance practices; and, increase focus on service and selling to help convert browsers to buyers

Before launching a mystery shopping program, you need to **set some expectations** and **be realistic** about what you want to achieve. Is it to resolve a challenge? To set up a new team?

This is not to be confused with a customer satisfaction survey.

In a CS survey, your customer tells you their feelings about a particular experience. In mystery shopping, you hire someone based off your target's persona, tasks them with a list of things to do, and report back on those conditions.

What is
mystery
shopping?

It is a form of assessment and audit. Businesses hire people based off the demographics of their persona and assign them tasks to test the efficiency, compliance, and service. Common tasks include taking photographs, purchasing a product or service, returning a product, registering complaints, asking questions of sales reps, and behaving in other ways.

Because the identity of a mystery shopper is a secret to employees, mystery shopping allows stores and restaurants to know what a customer experience is like when treatment is unbiased.

Competitive Intelligence

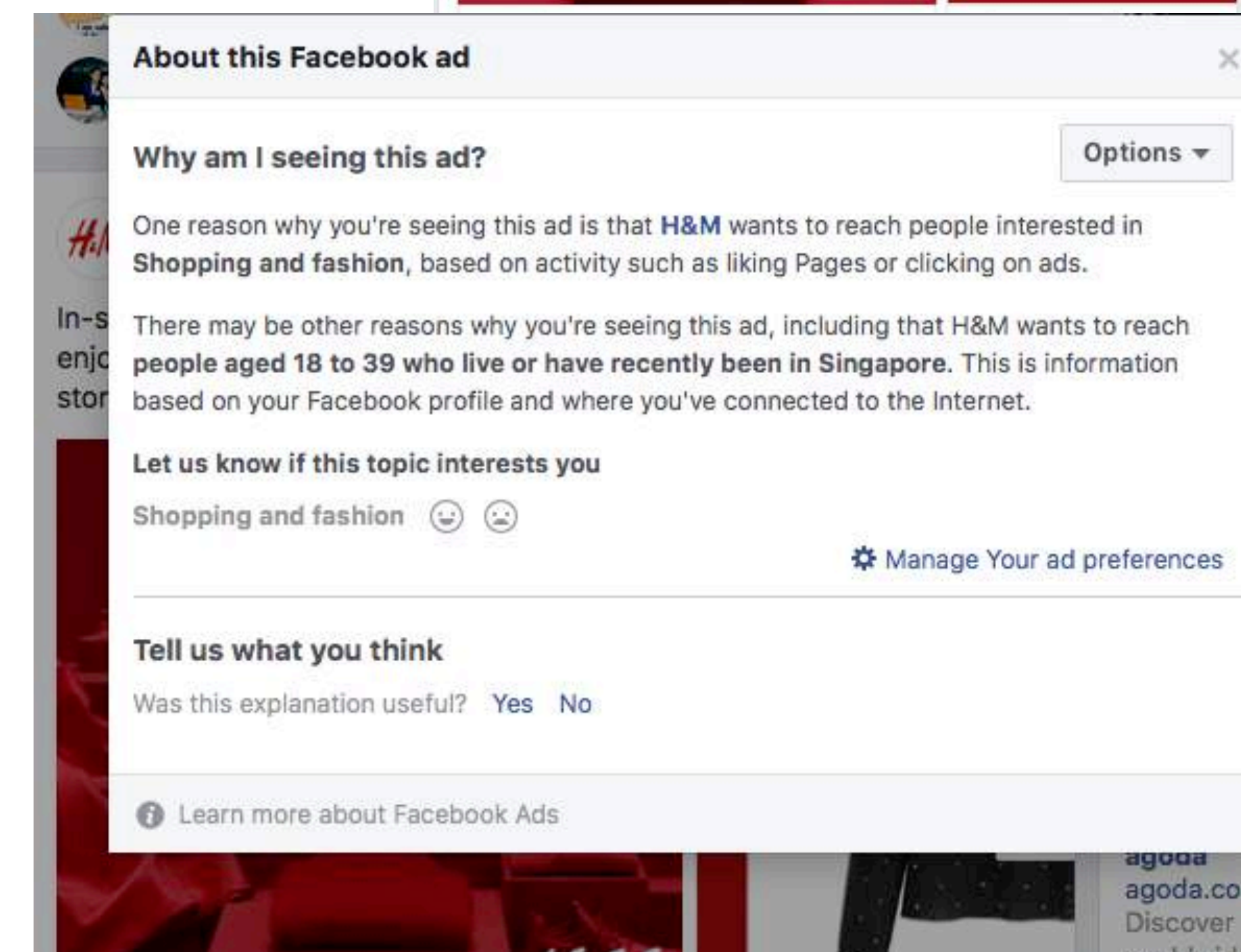
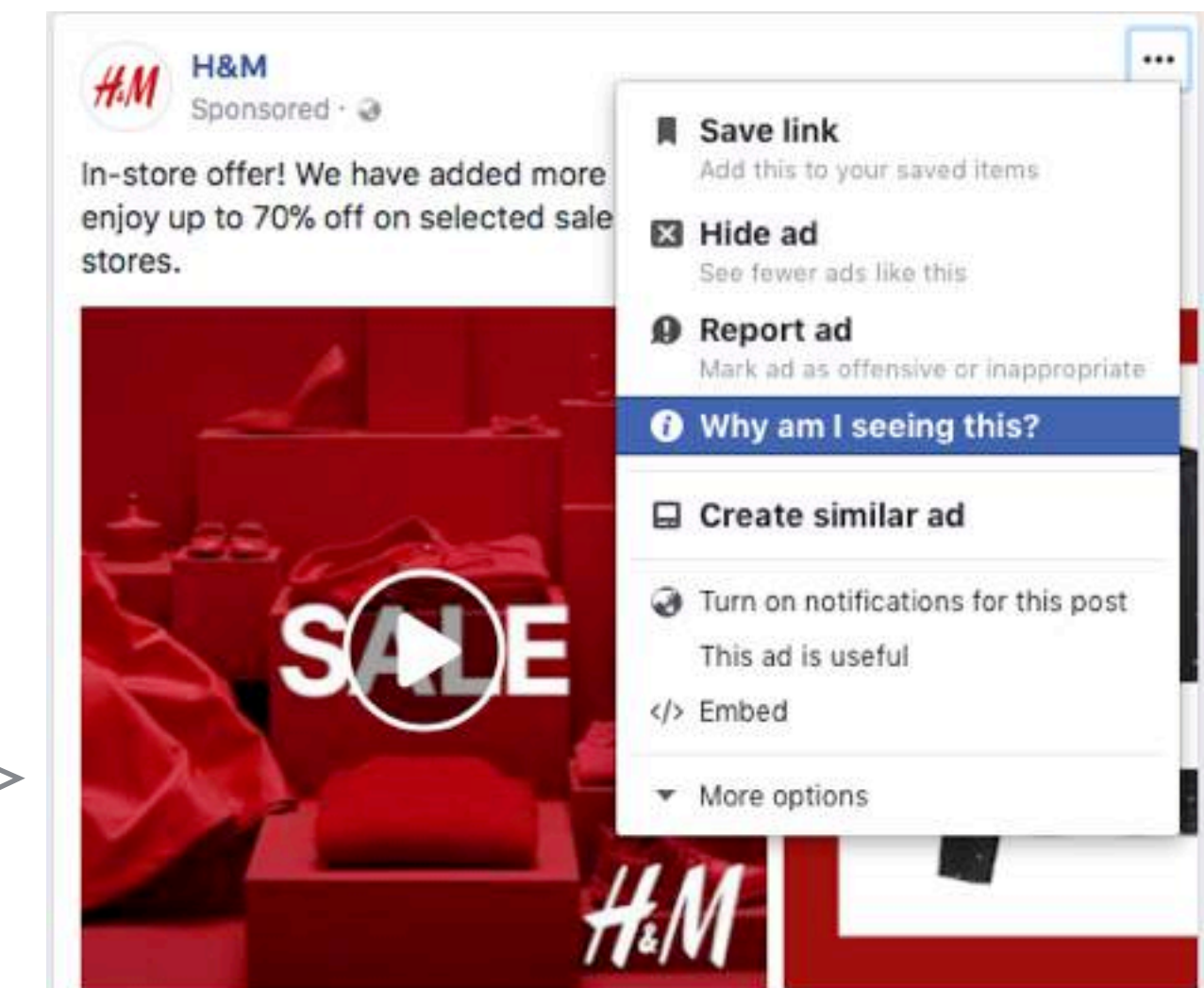
Competitive Intelligence is mostly used for market research when developing campaigns. However, we feel that some parts of it can be applied to developing your buyer persona.

Learning more about your competitors' customers could benefit you. After all, you're all aiming for the same slice of pie. With social media, intermediary sites and review sites available, it is now easier to check out what people are saying about your competition. If you're a new player, looking at the veterans in the industry can help you decide what to, or what not to do.

Benefits of gathering data via competitor research

1. find customer segments that your competition may miss out
2. identify common pain points, needs, and requirements your prospective customers need.
3. know which parts of your competitors' businesses they feel strongly about.
4. gaining insight into their **ad targeting**

Ad targeting example
from Facebook



B2C & B2B PERSONAS

Visualisation and Exploration of Sample Personas.

In this chapter, we feature 2 sample personas: 1 B2B of a second-gen business owner, 1 B2C of a millennial in accounting. The following pages will show you how our previous teachings now come together to form a persona. Try to spot all of them!

For purposes of this e-book, we will be focusing on the touchpoints of the pre-purchase and purchase stages of the customer buying journey.

LOCAL CAFE

Small, affordable, new to area

- 1. make friends, not enemies**
- 2. peak hours: lack of seats**

CENTRAL BUSINESS DISTRICT

Competitive, fast-paced, crowded

- 1. young executives**
- 2. workaholics**
- 3. predictable crowd hours**





1

**Accountant Annie,
she needs coffee.**

2 Brief description

Accountant Annie, 27 to 35 years old. Works in finance. Ambitious, high reliance on coffee. Bored of the food around, but looks forward to lunches and breaks to stretch her legs.

3 Information sources

Recommendations from friends, colleagues, social media such as Facebook and Instagram. Prefer trusted reviews and news sources, but like it when friends act as intermediaries to deliver information.

4 Behaviours

- Gets coffee daily.
- Packed schedule, dislikes waiting time.
- Likes going out for lunchtime with colleagues
- Organises meetings, so buys food during late afternoons frequently for staff

5 Pain points

- Coffee spills
- Lack of time to eat
- Doesn't know what to eat
- Food in the business district is grossly overpriced
- Goes without eating sometimes

6 Outcomes

- Save time
- Save money
- Delicious, easy to digest, and energising

7

Engagement

Annie works around your cafe's area. She has walked past your cafe a few times, but did not notice.

She does not know that you exist.

8

Attitudes & concerns

Long waiting times
because new opening

Budget conscious, keeps to <\$12 per meal.

Prioritises quality over branding. Likes being viewed as an influencer when it comes to food, around her circle of friends.

9

Objections

It's so overpriced!

Looks like it will be messy to eat

Too much sugar will make my energy levels crash and I can't focus on work.

I've packed my lunch already.

What a long queue!

10

Ecosystem

Starbucks, Coffee Bean, McDonalds

UberEats, Deliveroo

Local restaurants and cafes around the area

Frequents the convenience shops around her workplace

Curating Touch Points: Annie's Journey

AWARENESS

1 Lunchtime at work: Annie and her colleagues were deciding what to eat. She Googled for "lunch in Telok Ayer". There were no paid advertisements. However, Google came up with a list of restaurants with the key phrase 'Telok Ayer' in the address. The first page were articles from food bloggers.

2 Annie skims through a few articles with her friends, and visited some Facebook Pages and websites linked from the article. They then decided to just walk along one of the streets near their office.

EVALUATION

3 During Annie's morning commute, she saw an advertisement from Facebook for a lunch special from your cafe.

4 Her interest piqued, she opened up the link to your Facebook Page and the food photos look good to her.

5 She Googled your cafe and looked through a few reviews online.

6 She screenshot the lunch coupon and sent it to a couple of her friends from work.

ACTION

7 Lunchtime at work: they walk to your cafe and used the coupon.

8 Annie and her friends were happy with the meal and mentioned that they would want to come back again to try the other offerings

RETENTION

9 You mention that there is free office delivery if the location is within a 1km radius. Annie took your name cards.

10 She and her group Liked your Facebook Page to show her support for a new brand in the area, thereby subscribing to your feed updates

ADVOCACY

11 Annie leaves a review on your Facebook Page, as a show of support.

12 The next time Annie needs to order food or drinks for her department meeting, she asks all her colleagues what they would like from your cafe before calling to order.

Sometimes, Advocacy involves an element of Action.

A visualisation of your customer's journey can help you identify which are the key areas of influence for advertising. In this story, Annie's visit to the cafe's Facebook Page was an indication of her interest in the cafe. Hence, she became one of the intended recipient of the cafe's retargeting/remarketing strategy after her footprint was recorded on their Page.



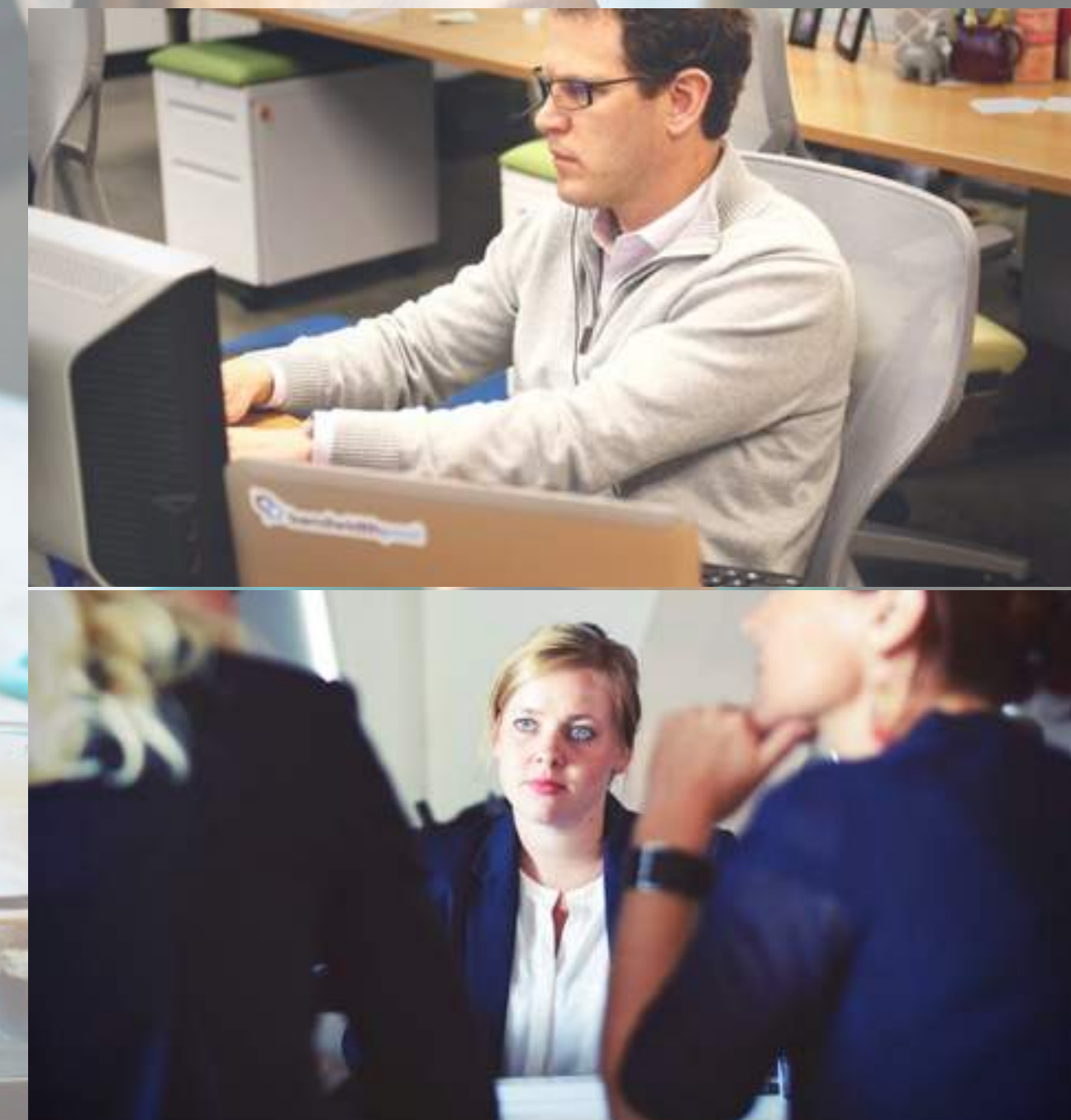
S A A S

Software As A Service

Provides CRM Software for Small to Medium Enterprises

S A L E S D E P A R T M E N T

Business Owner looking for a CRM Solution to keep up with an increasing customer base





1

Business Owner Kevin, he needs productivity

2 Brief description

Start-up Business Owner Kevin. Aged 27 to 35 years old. Started the business in his twenties. Has either a degree or diploma. Ambitious, has sights on expanding aggressively.

3 Information sources

Industry websites, family members, Facebook groups, LinkedIn pulse, word of mouth from employees and stakeholders.

4 Behaviours

- Wants to prove himself to business stakeholders
- Rarely delegates work because he doesn't trust others
- Stays in specialised silos (finance & operations), has minimal knowledge of cross-functional expertise (marketing, HR)

5 Pain points

- integrating website with CRM
- enterprise tech support
- need a good lead scoring system
- majority of sales team is made up of long-term employees: aged over 40 with basic computer literacy
- Difficulty influencing his parents and elder stakeholders

6 Outcomes

- cut cost, avoid hiring new employees to manage system
- maximum value for minimum budget
- easily manage client database
- something that impresses his colleagues and makes him look good

Questions to ask

7

Engagement

Keith knows about your brand, he has been comparing prices between you and your competitors. He is subscribed to your email mailing lists, but has not taken any action indicating intention of purchase.

8

Attitudes and concerns

Too much to do, not enough time and resources, not enough budget.

How can this help my company?

Are there any government grants available?

9

Objections

Employees are currently managing the customer relationship management process so unsure if he should pay top dollar for something the employees may not end up using well.

10

Ecosystem

Adobe Creative Suite, Quickbooks / MYOB, Google Drive.

Curating Touch Points: Kevin's Journey

AWARENESS

1 Staff meeting: Feedback that current email platform is unsustainable for a company of about 6 to 8 people. They've gotten a large database of email addresses, and feel that it is time to incorporate email marketing into their content strategy.

2 Googled for 'crm software solutions'. Looked through every search result on the first page. Noted down the different brands.

EVALUATION

3 Went to each software's website to check what they have to offer.

4 Becomes a recipient of retargeting (usually relies on cookies dropping ads) campaigns on social media and LinkedIn. Your company is one of them.

5 Shortlisting each brand, putting them up for discussion with the team.

6 Comparing features, price packages, recommendations and reviews. And in between, lots of discussion and deliberation.

ACTION

8 Kevin decides to contact the brands that he has shortlisted, and schedules a meeting with each one.

9 He then makes a decision and subscribes to the business plan for a full year.

RETENTION

10 His employees all love the software and productivity increased 3-fold. He receives an email notification for the subscription renewal and renews it on the spot.

11 The following year, his customer database has grown ten-fold and he is notified via email that he requires new feature upgrades. He upgrades his subscription.

ADVOCACY

12 While giving a speech about marketing automation at a marketing conference, he recommends your CRM software.

13 A close business associate calls him up one day asks him for any recommendations on how to manage the customer relationship process. He recommends your CRM software.





MYTH BUSTING

And **Frequently Asked Questions.**

Buyers have a clear understanding of messages in advertising and content.



Our answer:

Most of the time? Nope! Our target buyers often reinterpret messaging they receive to fit the mental frame of what they are currently or have experienced.

Therefore, it is *your* job, to ensure that the you create content that is speaks to your audience and is relatable. This is where your persona profiling comes in.

Sometimes though, one product can marketed to different groups of people. So it's not unusual to create a few buyer personas. That way, when you create content like blog posts, Facebook advertisements, or email campaigns, you'll be more aware of who you're speaking to. In return, you'll enjoy much higher conversion rates.



When should I refresh my buyer persona?

Our answer:

Regularly. *

- * Subject to your own convenience and budgets. However, it is essential to review your personas as there will always be new technologies, trends, ideas, and thought leaders. Your customers and audiences are living, sentient beings with emotions and desires.

For example, as of January 2017, 70% of Singaporeans access their social media accounts via mobile (source: [Hootsuite x We Are Social](#)). In January 2016, that was only 58% (source: [Hootsuite x We Are Social](#)). If marketers don't adapt to the changing behaviours, it's their loss.



Our answer:

Stop scaring yourself! The research methods outlined in this book may seem daunting, but that's actually because we wanted to provide valuable and actionable content to you. You don't have to use every single method in this book. Just pick and mix that ones that you think would work the best for you.

Truthfully speaking, gathering intel and insights usually wouldn't take up too much of your time. There's no need to call up 100 people. You just need a willingness to listen without any agenda, and avoid the yes-no questions. It's about the quality of insights, not the quantity. So prepare a list of open-ended questions, and make yourself comfortable for a chat!

Your persona doesn't need to have every detail. It's okay to add or subtract details as time goes by. People change, and new data is discovered every day.

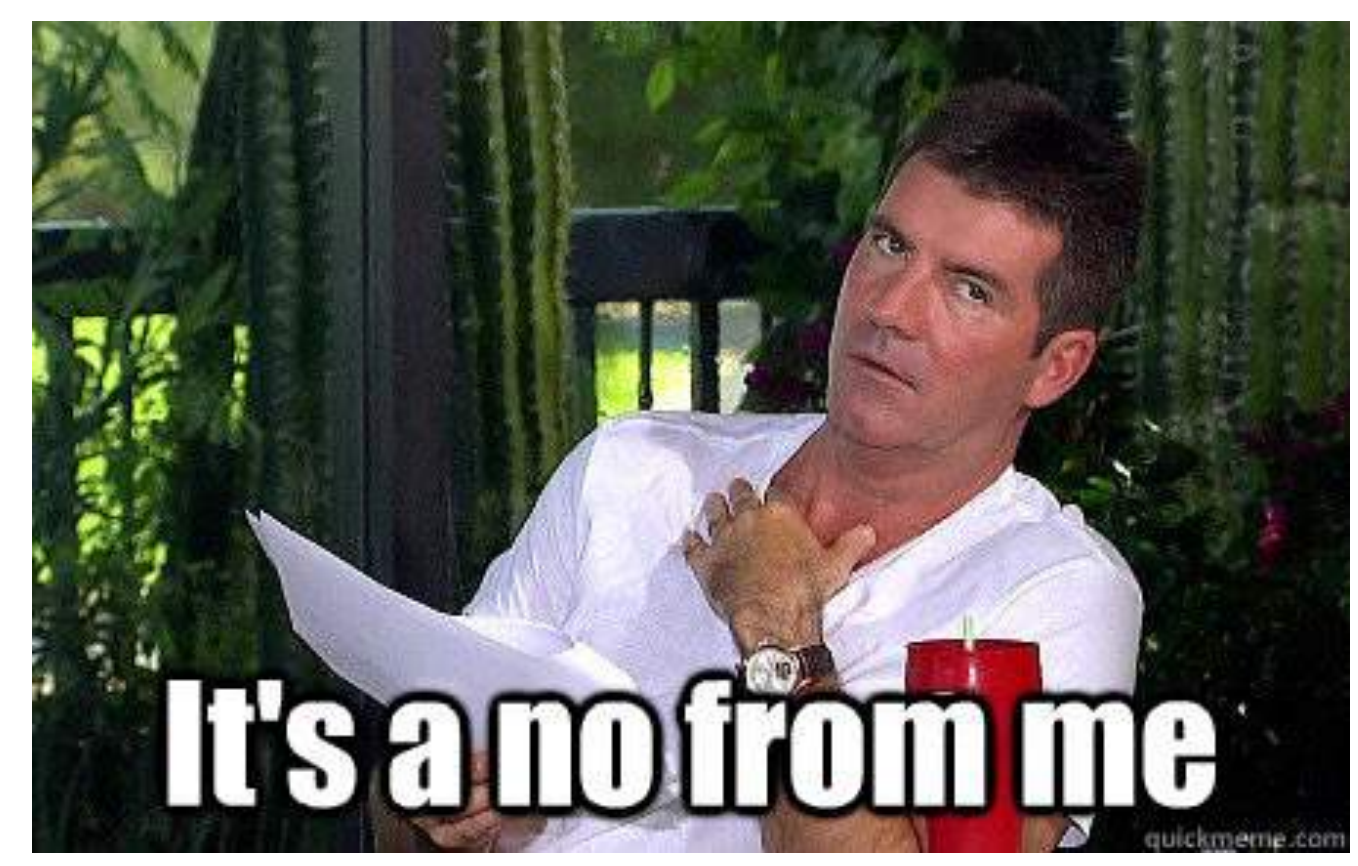
The research process requires a lot of commitment and time.



Buyer personas are just basically people you want to sell to!

Our answer:

(source: quickmemes.com)



10 years ago, your buyer persona would have been based on real buyers who make decision about the products you sell. But with the internet and the wealth of information available for public access, customers have more power now. It's even more so important to delve deeper beyond the traditional buyer persona framework of demographics and spending power, and into their habits and lifestyle.

Here at Equinet Academy, we believe that digital marketing is a critical part of any business strategy. Nobody likes to feel like they're being pressured into making a purchase, so having insights from your persona to refer to helps a lot with creating content that isn't overly pushy.

Therefore, a buyer persona becomes more important than ever because it helps you create content that **educates and informs** your audience, and creates a relationship based on trust and loyalty.

That's it! Thanks for sticking around this long. Now, you should have an idea of how a persona can help shape and influence your business and marketing strategies.

We have also covered some research methods and tactics. You've gotten some real, solid advice and structure for creating your own persona(s) to achieve whatever goals you have in mind. And even laid out everything on the template we provided.

After all that exhaustive and tiresome research, analysing data, time invested in talking to customers... you should finally have a shiny new persona or three. Is that all there is?

With your buyer
personas...

**You can
also**

DESIGN A WEBSITE
providing your
website visitors a
clear pathway

PRODUCE CONTENT
making content reliable,
relatable, and non-
spammy

EDUCATE NEW HIRES
identifying leads for sales,
training for customer
service, ideation for
marketing.

**DESIGN AN UPGRADE,
DOWNGRADE, OR NEW PRODUCT**
keeping up with trends,
attitudes, and concerns

**Your buyer personas should be the foundation of
your marketing and business strategies.**

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