



5 STEPS TO UNDERSTANDING AND TARGETING YOUR BUYER PERSONAS

WHAT IS A BUYER PERSONA?

Buyer Personas give you insights into your buyers that no one else knows, telling you exactly what influences your buyers as they evaluate and compare their options to solve the problems you address.

STEP 1 KNOW THE FIVE RINGS OF INSIGHT™ FOR BUYER PERSONAS

While buyer personas may include other details, the Five Rings of Insight are their most overlooked and essential aspect, simplifying decisions for persuasive messaging, content, launches, campaigns and sales enablement. Marketers can uncover these deep insights by learning how to have unscripted conversations with recent buyers.



STEP 2 MAP PERSONAS TO BUYING PROCESS

Different personas may be involved with a product purchase at different stages in the buying process. Once your buyer personas are developed, create a map of your buying process steps, which persona is involved in each step, and the key Rings of Insight for each. Here's an example for a company selling VOIP phone systems to businesses:

STEP 3 MAP CONTENT AND MESSAGES

Now that you know who your buyer personas are and what motivates them to purchase, you can map the appropriate content types to each step in the buying process based on persona, key Rings of Insight, and the resources they may have consulted in the process.

STEP 4 MAP CONTENT TO MARKETING CHANNELS

You know what kind of content you need and the questions and challenges it needs to address - but where should it be marketed to reach your key buyer personas? Map your content to the most appropriate marketing channels based on the types of resources your buyers typically consult through the buying process.

Step	Key Personas	Resources Consulted	Key Rings of Insight	Content	Marketing Channel
Trigger	Business Owner	Websites, ask social networks	Needs expandable system, doesn't want to invest in large infrastructure like PBX	Whitepaper, infographic, blog post, webinar, case study Focus: benefits of mobility/flexibility/scalability of VOIP	LinkedIn: Identify business owner groups and share content, answer questions in Answers, run Ads for different content
Research	IT Manager	Online reviews, websites, tech publications	Pros v. cons of VOIP v. other options, like PBX; overall total cost of ownership of PBX v. VOIP	Whitepaper, infographic, comparison chart, webinar, PR article placement, case study Focus: benefits of VOIP (and your specific system) over PBX and other VOIP systems	LinkedIn: Identify IT manager groups and share content, run Ads for different content PR: get article placement and/or reviews in tech publications and blogs
Assess	IT Manager	Supplier websites	Review cost of ownership for VOIP systems; compare features; determine ramp time	Whitepaper, comparison chart, cost calculator, reviews	LinkedIn: Identify IT manager groups and share content, run Ads for different content
Negotiate	IT Manager, Finance Manager	Supplier websites	Cost trade-offs	Special offers	LinkedIn: Identify IT managers at small businesses and share special offers through Ads
Implement	IT Manager	Supplier website, tech support phone line	Ease of ramp up; tech support	User community, knowledge base, manuals, recorded tutorials	Marketing Automation: Identify new customers and send automated nurture emails to walk them through stages of implementation

STEP 5 USE SOCIAL ADVERTISING TO TARGET YOUR PERSONAS

LinkedIn and Facebook advertising offer what search often lacks - a high level of demographic targeting. You can use the insights gained from developing your buyer personas to target your ads based on several targeting options:

Facebook	Likes/Interests	Gender	Status Update	Geographic Region	School	Age	Mobile User
LinkedIn	Industry	Gender	Title and/or Function	Geographic Region	Company Size	Seniority Level	LinkedIn Groups