WEBSITE REDESIGN MONTH JUNE 2015

margimedia

CREATING BUYER PERSONAS TO HELP YOUR WEBSITE SELL

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1. WHAT ARE BUYER PERSONAS?

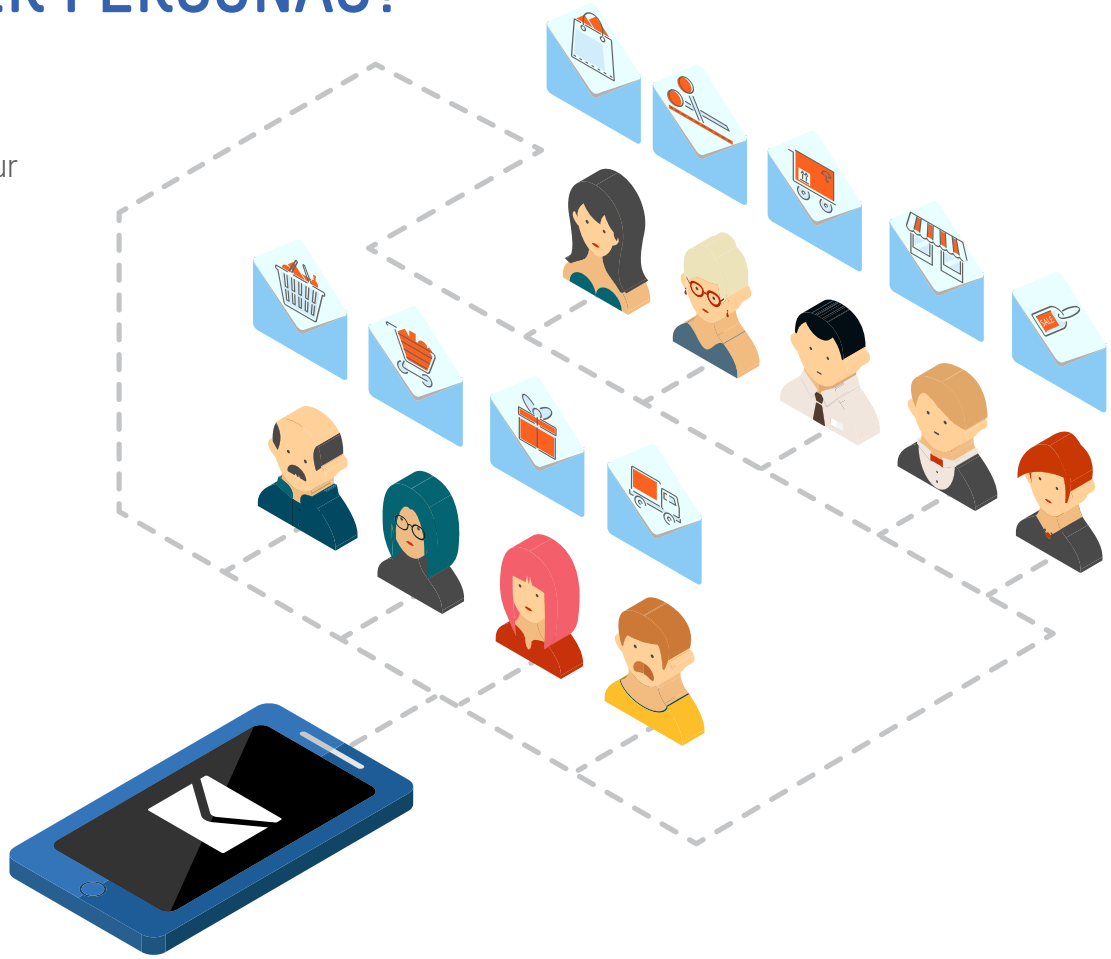
When embarking on a website redesign one of the first things to consider is your business's buyer persona. A successful website knows whom they are selling to.

A buyer persona is a semi-fictional representation of your ideal customer. They are based on market research, real data about customer demographics and online behaviour along with speculation about what motivates them.

A website approach that directly addresses the particular needs of each individual persona will contribute to a much more successful website.

2. HOW CAN YOU USE BUYER PERSONAS?

Personas allow you to personalise your marketing for different segments of your audience. You can tailor your messaging according to what you know about those different persona groups.

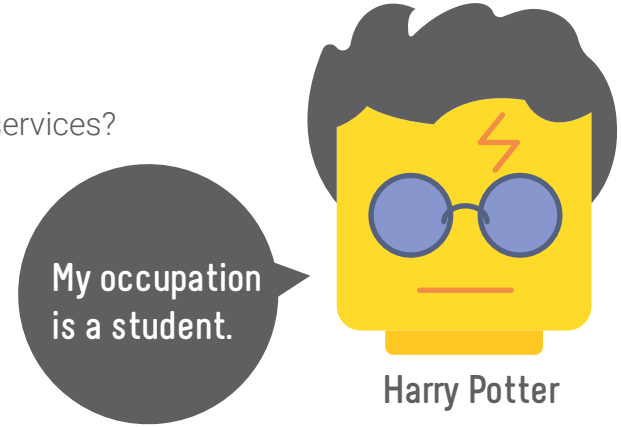


3. HOW TO YOU CREATE BUYER PERSONAS

To help you define your personas, ask yourself the following questions about your target audience. We have also included a buyer persona template at the end of this ebook to help you create personas to share with your entire company

9 Questions to ask when creating a customer persona:

- What is their demographic information?
- What is their job and level of seniority?
- What does a day in their life look like?
- What are their pain points?
- What are their goals?
- Where do they go for information?
- What experiences are they looking for when shopping for your products and services?
- What are their most common objections to your product or service?
- How do you identify the buyer persona?

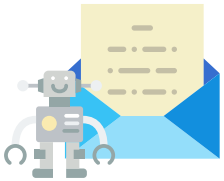


4. HOW TO DESIGN YOUR WEBSITE FOR BUYER PERSONAS

To truly cater your website to your various marketing personas, you'll need to take things a step further by creating targeted landing pages and content to go with them for each persona. This includes everything from:

BLOG POST

EBOOKS



AUTORESPONDERS

WEBINARS

CALLS-TO-ACTION

Presenting the right content, to the right people, at the right time will give your website the best chance of being successful.

BUYER PERSONA
SAMPLE

First, we'll walk you through an example, then we'll leave you with a blank template so you can get to it!

SECTION 1: WHO

PERSONA NAME	Sample Sally
BACKGROUND Job? Career Path? Family?	• Head of Human Resources • Worked at the same company for 10 years; worked her way up from HR Associate • Married with 2 children (10 and 8)
DEMOGRAPHICS Male or female? Age? Income? Location?	• Skews female • Age 30-45 • Dual HH Income: $140,000 • Suburban
IDENTIFIERS Demeanour? Communication preferences?	• Calm demeanour • Probably has an assistant screening calls • Asks to receive collateral mailed/printed

SECTION 2: WHAT

GOALS Primary goal? Secondary goal?	• Keep employees happy and turnover low • Support legal and finance teams
CHALLENGE Primary challenge? Secondary challenge?	• Getting everything done with a small staff • Rolling out changes to the entire company
WHAT CAN WE DO ... to help our persona achieve their goals? ... to help our persona overcome their challenges?	• Make it easy to manage all employee data in one place • Integrate with legal and finance teams' systems

SECTION 3: WHY

REAL QUOTES About goals, challenges, etc.	• "It's been difficult getting company-wide adoption of new technologies in the past." • "I don't have time to train new employees on a million different databases and platforms." • "I've had to deal with so many painful integrations with other departments' databases and software."
COMMON OBJECTIONS Why wouldn't they buy your product / service?	• I'm worried I'll lose data transitioning to a new system. • I don't want to have to train the entire company on how to use a new system.

SECTION 4: HOW

MARKETING MESSAGING How would you describe your solution to your persona?	• Integrated HR Database Management
ELEVATOR PITCH Sell your persona on your solution!	• We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.

BUYER PERSONA TEMPLATE

SECTION 1: WHO

PERSONA NAME	
BACKGROUND Job? Career Path? Family?	
DEMOGRAPHICS Male or female? Age? Income? Location?	
IDENTIFIERS Demeanour? Communication preferences?	

SECTION 2: WHAT

GOALS Primary goal? Secondary goal?	
CHALLENGE Primary challenge? Secondary challenge?	
WHAT CAN WE DO ... to help our persona achieve their goals? ... to help our persona overcome their challenges?	

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