



CUSTOMER PERSONAS

You have to understand who your ideal customer is and what motivates them at each stage of the buying cycle - Awareness, Consideration, Purchase, Service, Loyalty. The aim is to get the **right information, to the right person, at the right time - AND in the right place!** That means your content strategy must be entirely planned out with each of these stages and customer motivations in mind.

So what do we mean by that?

The Right Information

The “right person” - your customer persona - will want different types of information depending where he or she is in the buying cycle. The “right time” is when that ideal customer is looking - whether that be at home in front of his computer, or browsing on his tablet at the local coffee shop, or while on the train via his smartphone. The “right place” is where your ideal customer looks for information - does he search on Google or Bing? Does he use this social network or that? Does he like to read information or prefer to watch videos?

Here’s our recipe for determining your own customer personas:

Collecting Data For Personas

Surveys - of existing customers, prospects (& frontline employees in the case of big companies)

Monitor Online Questions - check out sites like Quora or Yahoo to see what kind of questions are being asked about your customer pain points, and what kind of language they are using.

Analytics - can provide a lot of demographic information of visitors to your site/s.

Social Media listening tools - socialmention.com

Demographic Information from sources like Alexa.com

Keyword Research - Google Adwords Keyword Tool

Aggregate User information from services like Rapportive

Profiling Customer Personas

1. What are the common characteristics and motivations of your **best** and **worst** customers? _____

2. Collect information about them - content preferences, search terms they use, what social networks are they on, what types of products or services do they “Like”. _____

3. Look for patterns, trends, common characteristics that you can use to segment your customers into groups. _____

4. Create a profile for target audiences, and even think of giving a name for that “ideal” customer persona for each group or segment. Each profile should include the essential data points necessary to understand the context and motivations for that customer group that are relevant to your business goals.

5. Identify keyword groups, topics and content types for each group of personas. Use these to form the basis of a content plan that meets the informational needs of your customers as they move through the buying cycle. _____

Fill out this worksheet to create your ideal client persona. At the end of this exercise, you should be able to close your eyes and visualize your ideal client. Use this picture when you writing content and sales copy.

1. What is your ideal client's demographic information (how old are they? male/female? income level? _____

2. What is their job and level of seniority?

3. What does a day in their life look like? _____

4. What keeps them up and night? What are their pain points? What problem can you help them solve? _____

5. What do they value most? What are their goals? _____

6. Where do they go for information? _____

7. What experience are they looking for when seeking out your products and services? _____

8. What are their most common objections to your product or service?

BONUS TIP: To make sure you "got this right" - spend some time with your tribe on social media. ASK them what they think of your assumptions.



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