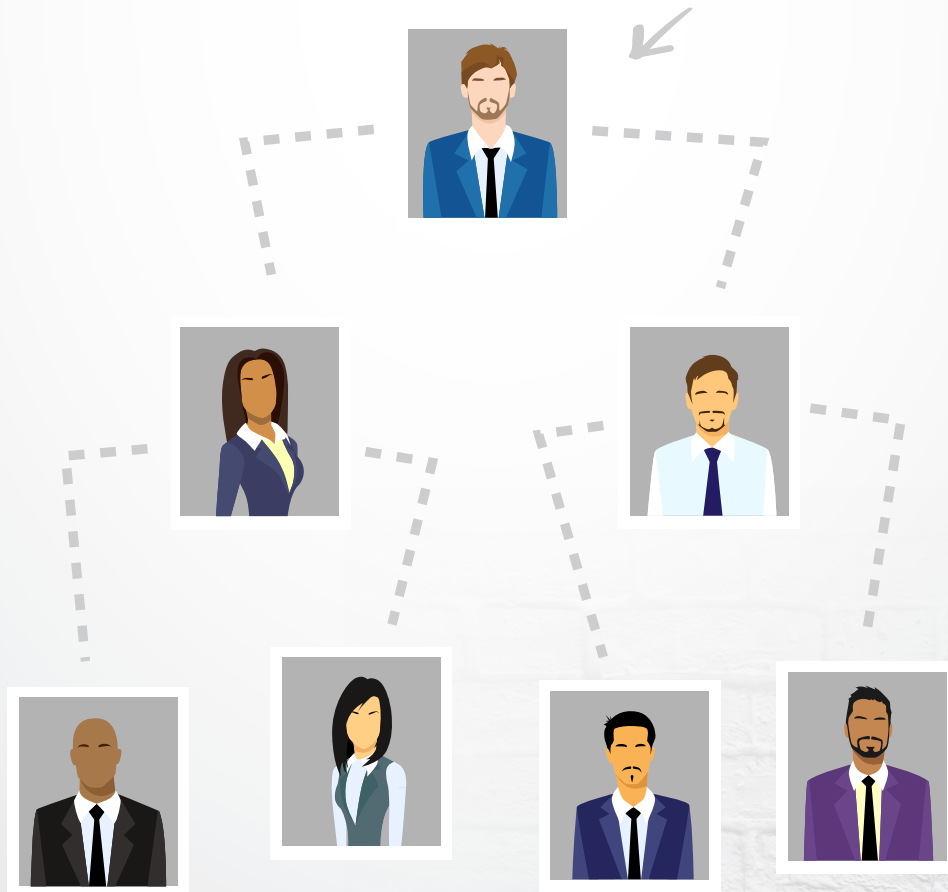




**BUILD A BETTER**

# BUYER PERSONA

A CALEDON VIRTUAL WHITE PAPER



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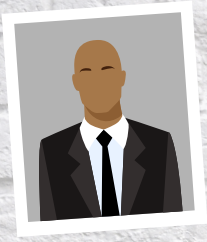
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Advertising is no longer a best-guess practice! Thanks to enhanced data-collection capabilities and clarified communication efforts, all it takes to know your audience is asking! Turn the raw digital data you already have into valuable insight, which you can use to improve your business.

Creating buyer personas plays a vital role in successful inbound strategy.

# WHAT DOES IT MEAN TO BUILD A BETTER BUYER PERSONA?



The buyer persona is a semi-fictional representation of your company's ideal buyer. It is used to understand your customers better, so that you can create content more suited toward their specifications.

Building a buyer persona takes more than narrowing down your customers to an age

range, gender, location, or occupation—it's a skillfully crafted science. It involves research, analytics, and an in-depth investigation of your existing customer base.

In short, the more specifically a buyer persona is crafted, the more dramatic their marketing campaign results tend to be.

# TARGETING



Traditional demographic marketing is too large and too diverse to target effectively now. It's not enough for your company to identify a target audience; you must go one step further by identifying target buyers as well.

## WHAT'S THE DIFFERENCE BETWEEN A TARGET AUDIENCE AND A TARGET BUYER?



A target audience is that group of potential customers that are defined by certain stipulations, such as an age range or an income bracket.

On the other hand, your target buyer is the specific type of person who is MOST likely

to purchase your goods/services. If only 1 out of 10 people you're targeting NEED your solution, 9 of them aren't prospects, aka you're wasting 90% of your time and resources.

Successful campaigns build strong content targeted at specific groups.



# BUYER PERSONAS

## BETTER YOUR BUSINESS

A buyer persona can help your business achieve the marketing results you desire. Marketing is no longer about throwing money into a campaign and seeing what sticks with your audience. Consumer data and trend tracking can help companies narrow down their target audience and make better, more informed decisions on how to communicate with a specific type of person.

Once a buyer persona is identified, money can be allocated more effectively to target

that person who is most likely to engage in certain activities, shop in a certain area, like or purchase a type of product, and most importantly, would be interested in what your company has to offer.

In short, establishing a buyer persona for your company helps your bottom line and better ensures that the people you are targeting are those most likely to purchase your goods or services.

## CAN THERE BE ONLY ONE BUYER PERSONA?

If your business offers a variety of goods or services, you might have a few buyer personas. For example, let's say you have a cleaning company that cleans both homes and small offices in a 25-mile radius of Columbia. A couple years ago, we might target just by age, location and income alone - say 45-year-olds who make at least 70,000 a year, who might be interested in home/office cleaning in the Columbia area. Now, we can identify two different buyer personas to better suit your target audience.



### **Busy Brenda**

Busy Brenda is a 40-year-old mom with three kids. Her days are spent working long hours at a law firm and evenings are spent hauling kids to baseball practice and piano lessons while grabbing some fast food on the way home. Brenda doesn't have time to clean, but has the resources to pawn those tasks off on someone else. She needs YOUR COMPANY to help ease the load of her busy schedule.



### **Small Business Owner Sam**

Second, we have Small Business Owner Sam. Sam is a local entrepreneur who manages a staff of 15 people. He has fewer funds than Brenda, but needs to focus his time and energy into building his business, not vacuuming the office carpets once a week. Sam might not immediately recognize the need for your services, but with a quick phone call or delivering a flyer, he would be open to exploring the basic package for your company's services.

## HOW TO CREATE A

# BUYER PERSONA



A buyer persona can be created several different ways. One of the key ways to determine a persona is to look at your current customer base and compare that group to your prospective customer base. This could entail going through your current database of customers and discovering certain trends within that group, such as age, buying pattern, purchasing power, etc.



Once you have looked at those customers, it's time to find out about their personalities, how they make decisions, what they like/dislike about marketing approaches, your services, etc. This might require asking a select group of current customers some questions.

## WHAT QUESTIONS SHOULD I ASK TO DETERMINE MY COMPANY'S BUYER PERSONA?

Creating a buyer persona like the ones we created on page five might require a quick survey or interviews with your current and prospective customer base. Create an online survey or send out an e-blast with an incentive for people to fill out. Consumer responses will essentially round out the rest of your buyer persona and fill in any missing information regarding your prospective and current customer base.

### Some questions to consider:

- 1 How do you prefer being marketed to? Over the phone (cold-calls), print ads, social media, etc.
- 2 When looking for X product/service, what do you take into consideration? Price v. quality, experience v. convenience?
- 3 For current customers, what attracts you to buy our goods/services?
- 4 For potential customers, what would attract you to buy your goods/services?
- 5 Describe your most recent purchase. How did you come to the decision to buy this product/service?
- 6 Is there anyone else in your company/family, etc. that influence your purchasing decision? If so, who and why?
- 7 Do you tend to research extensively before purchasing goods/services or is it based on gut-feelings or popularity of the good/service?



# BUYER PERSONAS HELP CRAFT YOUR BRAND'S NARRATIVE

Once these questions are answered and any other demographic-based factors are considered, you can begin to craft your buyer persona. This buyer persona will help your business create a compelling narrative that will resonate most effectively with the buyer, thus leading to a greater ROI.

Remember, creating a buyer persona is not a cure-all for all of your marketing woes, but it will help your company better target consumers who will actually consider buying your goods and services. This means targeting the RIGHT people with the RIGHT message!







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