

Content Marketing for Small Businesses

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YOURSELF**

Made By
I.N.V.T Content Studio



Buyer Persona Guidelines (Guide and Template)

WHAT ARE BUYER PERSONAS?

"Buyer personas are fictional image of your ideal customers based on real data, categorized by a market segment."

They help you understand your customers better and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.)

In order to develop successful content marketing, your messaging should focus on that segment.

WHAT ABOUT NEGATIVE PERSONAS?

"Whereas a buyer persona is a representation of your ideal customer, a negative - or "exclusionary" persona is a representation of who you don't want as a customer.."

Example:

Professionals who are too advanced for your product or service, students who are only engaging with your content for research/knowledge, or potential customers who are just too expensive to acquire.

HOW DO YOU CREATE A BUYER PERSONA?

The easiest way to create a buyer Persona is to do some research on your existing customers. They are the most targeted people to look at because they have already bought your products/services.

Practical methods:

- Look through your contacts database to uncover trends about how certain leads or customers find and consume your content;
- When creating forms to use on your website, use form fields that capture important persona information;
- Interview customers and prospects, either in person or over the phone, to discover what they like about your product or service.

WHO ARE YOU TALKING TO?

To maximize your marketing campaign reach and get your content seen by the right audience, it's important to get to know your customers beyond demographics.

In a B2B (business-to-business) context, buyer personas represent the buyers who make purchasing decisions for companies.

In a B2C (business-to-customer) context, you are selling directly to a customer, an individual who is using their own money to make a purchasing decision.

BUYER PERSONA QUESTIONS TO ASK

The goal of asking these types of questions is to gain more information about how they found you online and why they evaluated you.

Demographics:

- How old are you?
- Where are you located?
- What is your gender?
- What is your relationship status?
- Do you have any children?
- What is your current occupation?
- Do you have any hobbies?

Doing Business with (Your Company):

- How did you hear about us?
- What initially attracted you to us?
- What was your first impression of us?
(If a customer)
- Why did you choose us over another company?(If not a customer)

BUYER PERSONA QUESTIONS TO ASK

Online presence:

- What type of online or print information articles do you read?
- What publications, blogs or social media networks do you pay attention to?
- Which social media networks do you use personally?

Buying Process:

- What would you say influences your purchasing decision the most?
- What is the most important to you when selecting a vendor?
- What are some key factors that would keep you from making a purchase?

B2B BUYER PERSONA EXAMPLE:



Name: Mike

Background:

- Job Position – Marketing manager
- Career – 3 Years
- Income Level – 90000

Demographics:

- Gender – Male
- Age – 35
- Relation Status – Single
- Location – Urban

Goals:

- Deliver qualified leads to sales

Challenges:

- Needs to improve conversion rates

Buying motivations:

- Product uniqueness

Buying concerns:

- He is price conscious and responds well to discounts

Needs Gap:

- A good deal that makes him feel better about purchasing

Information Source:

- Internet, Catalogs

ITS YOUR TURN TO TRY:



Name:

Background:

- Job Position -
- Career -
- Income Level -

Demographics:

- Gender -
- Age -
- Relation Status -
- Location -

Goals:

-

Challenges:

-

Buying motivations:

-

Buying concerns:

-

Needs Gap:

-

Information Source:

-

B2C BUYER PERSONA EXAMPLE:



Name: Maya

Background:

- Job Position – PR
- Career – 5 years
- Income Level – 75000

Demographics:

- Gender – Female
- Age – 30
- Relation Status – Single
- Location – Urban

Personality:

- Creative, Extrovert, Liberal

Interests:

- Passion for fashion, Tech Savvy

Buying motivations:

- Wearing the newest things ASAP

Buying concerns:

- Value for money is important

Information Source:

- Internet, Catalogs

ITS YOUR TURN TO TRY:



Name: Maya

Background:

- Job Position -
- Career -
- Income Level -

Demographics:

- Gender -
- Age -
- Relation Status -
- Location -

Personality:

- (Creative, Extrovert, Liberal)

Interests:

-

Buying motivations:

-

Buying concerns:

-

Information Source:

-

HOW TO USE BUYER PERSONAS TO GENERATE CONTENT

Determining and understanding your buyer personas is the first step to writing amazing valuable content for your visitors.

Since your personas are designed to give you an idea of what kind of thing your ideal buyer will respond to, it makes perfect sense to use this information when you are creating content that will be used to encourage response.

The information contained within will also guide you in developing pieces that are more valuable for the intended audience.

You can and should use this strategy when you are creating email marketing material, blog posts, video content, e-books and other items.

CONTACT US:

“Marketers with a documented content marketing strategy are five times more likely to succeed.”

Whether you need on-site content or off-site content, a content strategy will make your work more effective.

I.N.V.T Content is a small content studio uniquely qualified to offer effective end-to-end content marketing solutions.

By using our free templates you can easily:

- Define your content marketing goals and steps you need to reach them;
- Define your business challenges and learn how to leverage content to solve them;
- Measure the success of your content marketing strategy.