



# Marketing Personas: What They Are & Why You Need Them

A Buttered Toast eBook





# Table of Contents

<b>WTF is a Persona?</b>	<b>1</b>
<b>What Can Personas Help Me Do?</b>	<b>2</b>
Deliver Truly Personalized, Compelling Content	<b>3</b>
Generate Substantial Demand at Every Touchpoint	<b>3</b>
Help Customers Find Your Brand with Laser-Focused SEO	<b>4</b>
<b>Five Expert Tips to Craft Your B2B Persona</b>	<b>5</b>
Understand The Product and The Company First	<b>5</b>
Identify The Buyers, Influencers, and End-Users	<b>6</b>
Learn from Your Competitors	<b>6</b>
Get Valuable Insights from Stakeholders	<b>7</b>
Discover Persona's Pain Points	<b>8</b>
<b>Personas: Humanizing Marketing</b>	<b>8</b>





Seasoned marketing professionals know that good marketing is not just about crafting and delivering the best branded messaging – it's also about knowing who you are trying to hit with this messaging, and why it might grab their attention.

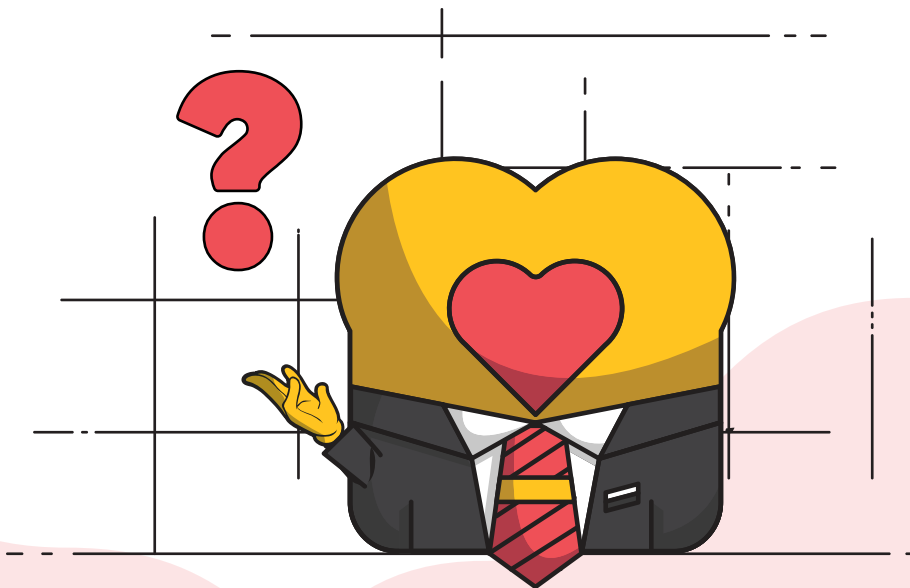
**To create marketing messages and promotions that resonate and empower the audience to action, you need to understand your audience, step inside their shoes, and see things from their perspective. This ability is key to gaining a true competitive advantage in any market.**



So how do you accomplish this exactly? It's not enough that you have an idea of what or who your target audience is. What you need to do is narrow down and categorize both your existing and potential customers based on certain attributes to create what we call marketing personas.

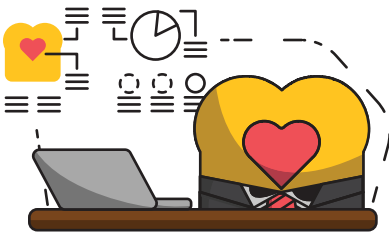
Marketing personas help you create clear portraits of your customers. Sometimes called buyer personas, this marketing strategy allows you to personify the people you want to reach out to and convert with the highest chance of success.

**Ready to know more about marketing personas? Read on!**



# WTF is a Persona?

**A marketing persona, or buyer persona, is a semi-fictional representation of individuals who fit your definition of the "ideal customer".**



A persona is a composite person of many different people, all of whom share similar goals and go through the same buyer journeys.

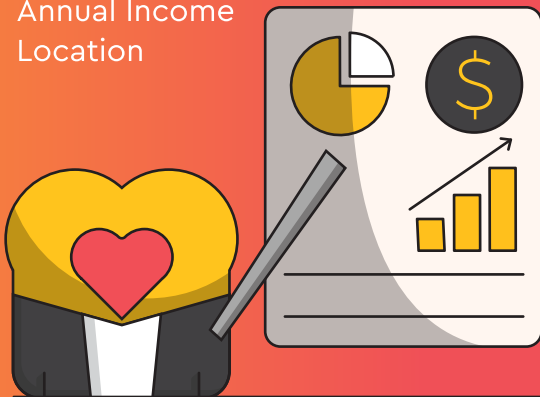
While marketing personas are fictional, they help you internalize the real customers you are trying to attract and convert.

Because marketing personas represent real individuals along with their desires, motivations, pain points, and expectations, it allows you and your marketing team to relate to your prospects as real humans. All these enable your marketing team to tailor content, branded messaging, promotions, product development, and more to address the particular needs, concerns, and behaviors of your target audience.

## Target Markets vs Buyer Personas

### Demographics

- Gender
- Age Range
- Annual Income
- Location



### Demographics + Psychographics

- Age, gender, location
- Employer and job title
- Daily functions and responsibilities
- Role in the buying process
- Personal and professional goals
- Challenges and pain points
- Preferred sources of information
- Where they spend their time online
- Personal background
- Buying habits
- Hobbies and free time activities

Buyer personas help your team identify your most qualified prospects and focus your attention and efforts on them – improving your organization's chance to close leads and retain high-quality customers.

Also, marketing personas can be leveraged to identify individuals you don't want as customers, referred to as negative or exclusionary personas. This type of persona represents (for example) researchers who engage just to gain knowledge about your products; or customers who are too costly to acquire or have a high inclination to churn.



Depending on size and industry, your business may have a little as one or two personas, or as many as 30.

## What Can Personas Help Me Do?

Just how impactful are personas to B2B marketing? In our experience, very. Every time a company takes the time to develop personas, both the sales and marketing teams benefit.

To give you an idea of personas' contribution to your marketing success and your company's bottom line, consider these statistics:



of B2B enterprises that use personas say they now have a better understanding of their buyers.



of B2B companies report creating improved value propositions since using personas.



of B2B brands that use personas to segment their database consistently exceed their lead and revenue goals.

**B2B brands and marketing teams need to harness the power of personas to help them define, understand, and target their audience. Because if you don't know your audience, you can't possibly understand their needs. And if you can't understand their needs, you can't provide something they will pay for.**

## Deliver Truly Personalized, Compelling Content

Content is king. And personas help content marketers make their target audience feel like royalty.

B2B consumers demand personalized content and experiences now more than ever. According to [Salesforce](#), 99% of marketers agree that personalization of content, messaging, and other services enable them to further advance their relationships with customers.

In a B2B marketing sense, utilizing personas in content marketing helps B2B marketers craft content that addresses specific needs, requirements, and pain points in a very targeted way. Simply put, you marketers provide your business prospect tailored content that contains the exact solution they require while meeting their other considerations (budget, schedule, etc.).

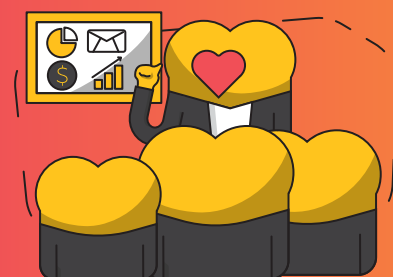
When marketers use this persona-based approach, it increases the likelihood of getting conversions with the content.

## Generate Substantial Demand at Every Touchpoint

Demand generation strategies are a staple in the B2B marketing scene, designed to help your marketing team develop awareness and spark interest amongst your target audience. It's a tried-and-tested methodology leveraged by sales and marketing teams to generate demand for their product or service at every stage of the buyer journey.

When executed with expertly crafted marketing personas, a demand generation strategy can produce impressive results.

**Marketing personas help you thoroughly understand your audience and know where and when in their buyer journey you can market your offerings effectively.**



Personas help marketing teams identify and prioritize segments of their buying audience and determine the right type of content to deliver at which touchpoint to generate demand. You recognize which messaging they respond to most positively, and which of them will likely convert at which point.

When you are able to deliver content that answers your prospects' questions and concerns as they move through their buying cycle, it gives your target customers confidence in your products and services. In addition, it builds brand credibility. Customers will take note of your brand as a guide within a very crowded market and see your business as subject matter experts for their future needs.

## Help Customers Find Your Brand with Laser-Focused SEO

Accurate marketing personas significantly improve SEO targeting.

As marketers gather and analyze information to create marketing personas, they also become aware of their target customers' common attributes, values, needs, and pain points. Equipped with this knowledge, the company then understands their customers better as well as their tendencies, buying habits, and tendencies.

In other words, when you can imagine a customer well, you can imagine what they are punching into Google.

Companies can then build their SEO campaigns on personas. This results in accurate SEO targeting. That means the right people will find your content and your business through keywords, phrases, and activities derived from their personas.

**One eCommerce company successfully integrated marketing personas to their SEO strategy enjoyed the following results:**

**55%**

improvement in  
organic search traffic

**97%**

increased online  
leads

**124%**

increase in sales leads

According to another study, companies that implemented persona-driven SEO strategies saw their visitors' time on site increase by 900%, marketing-generated revenue improved by 171%, and a 100% increase in the number of pages visited.

It's all a matter of seeing things from your customers' perspective and helping them find what they are looking for.

# 5 Expert Tips to Craft Your B2B Personas

**Traditional buyer personas often are a convergence of several demographic factors, including age, gender, race, socio-economic status, household size, marital status, profession, and industry.**



However, creating personas entirely on demographic data is a big mistake. Sure, such information is relevant to creating personas and essential in terms of brand messaging and targeting. But age, location, and profession don't provide you the story as to how and why people buy your product or subscribe to your service.

This is why the best and strongest marketing personas are those built on reliable, thorough, and updated market research as well as insights gained from your actual customer base (via polls, surveys, interviews, etc.), and feedback from online channels among others. Metrics from sales, support calls, and profiles of current customers also contribute to the creation of accurate and actionable marketing personas.

Simply put, information and insights gleaned directly from your customers should be the foundation of your marketing personas. Below is an expert 5-step guide to crafting the ultimate B2B persona.

## 1. Understand The Product and The Company First



*"Until you truly understand the product of the company you're working with, you can't put yourself in the shoes of the buyer, the influencer, or the end-user."*

- Jessie White, Head of Performance, Buttered Toast



Having a clear understanding of how a product or a service works – and the problems it is designed to address – is crucial to building marketing personas. As a professional marketer, this allows you to see things from the company's perspective.

You unravel the story and the reason behind the product. Gaining that understanding provides you a picture of who needs their product and why people will want their product.

The best way to understand a product is to interview the people behind it – the designers, developers, testers, as well as the top management. These are the individuals who know their products best and are in the best position to answer why their consumers would want to buy their creations. Seeing things from their point of view will provide you with the base on which you can build the foundation for your personas.

## 2. Identify The Buyers, Influencers, & End-Users

Buyers are the people who ultimately make the purchasing decision. Thus, when marketing teams create personas, they will likely have the buyer in mind.

Most marketing content is tailored to empower buyers to make that purchase. That said, B2B marketing doesn't just target the buyers. You also have to consider the influencers and the end-users as well.

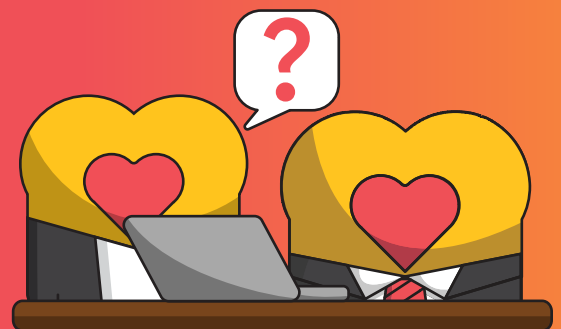
B2B influencers are industry experts, insiders, managers, and contributors who don't have the buyer's power to make purchasing decisions. But they can influence the minds of people who do. And that makes influencers powerful and valuable, which is why marketers need to craft personas for them.

Influencers are the ones tapped by leadership to find products that meet their requirements or solutions to answer both existing and potential business challenges. They are the ones who make purchase recommendations. To identify the influencer, it's crucial for marketers to know who's been tasked by their senior leaders to perform research, find vendors, test the product, read whitepapers, and so on.

End-users are the ones who will ultimately utilize the product. Building end-user personas help your team discover the environment end-users work in, the burden they deal with on a regular basis, and what they think would help make their lives easier. Failure to meet the needs and expectations of end-users will likely result in poor product adoption and a strong likelihood of your client moving to a different vendor.

## 3. Learn From Your Competitors

To deepen your understanding of your customers and prospects, to create effective and accurate marketing personas, you also need to dive deep into your competitors.





What makes the competition appealing to your target market? What similar products do they offer? Why do people go to them instead of your business?

Competitive research helps you discover strengths, weaknesses, opportunities, or threats. It allows you to determine your spot in the market. Most importantly, you pinpoint the things customers love and hate about them – giving you a clear picture of what you need to do, what to improve, and what to avoid.

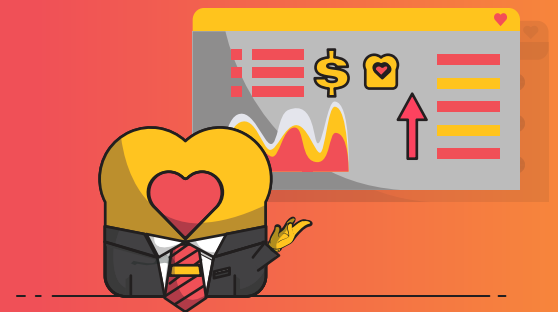
When you have that insight into your competitors, you can create and implement marketing personas that make your brand stand out in a sea of rivals and choices.

To conduct a competitive analysis, you first need to segment your competition between 'direct' and 'indirect'. Direct competitors are the ones who sell similar products and services to the same customer base. Indirect competitors are those that sell the same products but are targeting different consumer types.

Using company profile sites like Product Hunt and Crunchbase helps you conduct an online search of competitors based on a number of market attributes such as location, area of operations, business size, industry types, and more.

## 4. Get Valuable Insights from Stakeholders

**When you want to know more about your customers and prospects, the best sources for insights are the people who know their customers best – the marketing teams, sales teams, customer experience teams, and customer success teams.**



These are the individuals who know their customers' motivations, pain points, expectations, and more. These teams will provide you with a wealth of information to help create accurate and effective marketing personas and supercharge your own marketing efforts.

Schedule an interview with these individuals and go as deep as you can into their processes, frameworks, definitions, and more. Record your conversations and always look for trends and patterns that will help you paint a clear picture of your customers.

If need be, always come back to these people if you need more insight and guidance on understanding your customers.



## 5. Discover Each Persona's Pain Points

Marketing personas help you develop and implement effective strategies built around your prospects' objectives, day-to-day challenges, and pain points. Personas are based on humans – and all humans have things with tech that annoy them, every day.

Knowing what makes the lives of your customers difficult will give you very specific insights on how to make things better for them. In the end, it will help you develop a marketing persona that is truly reflective of what your ideal customer really is.

The best way to identify these challenges and pain points is to talk directly to customers and gather clear, high-quality insights on their struggles and what they believe can help address their concerns.

Surveys, questionnaires, and comments in customer communities provide a wealth of customer perspectives and insights that will help you recognize pain points and further understand what they seek in a product.

## Personas: Humanizing Marketing

**Nearly 80% of B2B marketers say personalization is the best way to engage buyers. In a different survey, 82% of respondents said they would do more business with a brand that pivoted quickly to meet their needs.**

By crafting marketing personas, B2B marketers can create branded yet personalized messaging that resonates deeply with a target audience. Personas enable marketers to tailor their strategies and content to best fit with the goals, needs, and values of their consumers.

Personas ultimately allow B2B marketers to design and deliver first-class, personalized experiences to their users at all touchpoints — websites, landing pages, email, mobile, and social media. Most importantly, personas make brands more human, something consumers actively search for in these times.



**Want to talk to us about how Buttered Toast  
can help you and your team meet your goals?  
Get in touch for a quick chat today.**