

# A GUIDE TO PERSONA PLANNING

“ HOW DO YOU WRITE COMPELLING CONTENT THAT STOPS YOUR AUDIENCE IN THEIR TRACKS AND MAKES THEM ACT? ”

The secret to any winning content strategy is understanding your audience. This may sound obvious but too many businesses churn out ‘Everyman’ content that has wide reach but no effectiveness. Bluntly put, content that doesn’t help your prospects in some way is simply a waste of resources.

## But it doesn’t have to be this way!

Identifying what really motivates your prospects will enable you to develop highly customised content that provides more value, and ultimately **translates into sales**.

This short guide reveals some best practices used by many experts to write winning content that does just that.



### BEX’S TOP TIP:

“ WHEN DEFINING PERSONAS, GET ALL YOUR CUSTOMER FACING TEAMS WORK CLOSELY TOGETHER. SALES, MARKETING AND CUSTOMER SERVICES KNOW THE CLIENT FROM DIFFERENT VANTAGE POINTS. THIS PROVIDES VITAL INFORMATION THAT COVERS ALL ASPECTS OF THE CUSTOMER, HELPING TO PAINT ONE COMPLETE PICTURE. ”

### Starting point

To create targeted content, you need to understand a range of things about your customers, from **job titles** and **purchasing influence** to the **channels** they use and the **types** of content they like to digest.

In addition, you’re likely to be dealing with multiple individuals with different characteristics, all requiring a different approach.

One of the best practices for translating all this information into a useful tool, is to create buyer personas.

### Buyer Personas – what are they?

These are fictional characters that summarise the characteristics, preferences and ‘pain points’ that your real-life buyers identify with. By working from personas you can ensure that your content remains focused and consistent. This is especially important if you are using external marketing or content agencies.

## 6 Questions to Kick-off Your Persona Planning

### 1: What is their job role?

Who do they report to, how senior are they and how much influence do they have on the purchasing decision?

### 2: What are their goals?

Are they tasked with cutting costs, achieving efficiencies, or improving their own sales? Are they keen to impress senior management or earn a bigger bonus?

### 3: How do they prefer to interact with suppliers?

Do they want a dedicated account contact who can field all their questions, or would they rather the resources are available online?

### 4: What are their pain points?

Are they time poor or do they lack resources? Are they under pressure to improve productivity or performance? If they are not the end user, for example those in purchasing or finance departments - do they understand the problem your product solves?

### 5: Where do they go for information?

Blogs? Industry publications? Forums? Dedicated websites? Do they read whitepapers and authority content, or do they ask peers?

### 6: What does the buying process look like from their perspective?

How can you align this with your sales process to streamline their journey?

## Conclusion

Getting your buyer personas right is absolutely critical, so it's worth putting in the time and resources. If you are targeting new markets you may not have the right information within your organisation.

Surveys, market research and third party data will help you build a picture of your customers so long as you have the capacity and skill sets in-house to manage the research. If not, consider using an agency to do the legwork for you. As well as having the expertise to manage the data collection efficiently, they will also be able to advise on the best tactics for different segments.

## About Inbox Insight

Inbox Insight leverages the best digital channels, audience insight and strategic approach to amplify your content, at scale, to your most relevant audiences.

As a gateway to a global community of **3.5M engaged business professionals**, specialising in IT, Marketing, HR and Business Management find out how our research team could help you uncover the right audience insight.

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