Personas: Why and How?

# Step 1: Learn all about personas.

**What is a Persona?**  
A persona is a character based on an actual target demographic group of the website. Personas are assigned the demographic characteristics of members of the user group they represent to help identify each group. Personas are the results of information gathered through interviews & focus groups with actual customers or secondary research (typically done online). A persona typically includes a chart with a ‘score’ for factors such as product or industry knowledge, openness to change, or other characteristics related to the company’s products or services.   
  
**Why are personas helpful?**  
Personas will help you determine your target market in order to achieve your business goals. Personas are useful in marketing strategies because they result in easier, smarter, more effective business decisions which thereby result in business growth and prosperity. The following are the benefits personas provide:  
  
Increase in quality leads result in an increase in revenue  
- Improvement in product development processes  
- Help in re-evaluating price models (if necessary)  
- More social media engagement  
- Better online customer experience

- Easier more efficient website development   
- Better ROI for online advertising

Characteristics included in personas:

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| Demographic:  * age * gender * education * occupation * location * employment status | Psychographic:  * personality * interests * lifestyle * attitudes * behavior patterns * mentality * environment * values |

Start Getting *Results On Internet (ROI)*

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# Step 2: Produce your buyer personas. Here is an example:

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| http://www.intechnic.com/blog/wp-content/uploads/2014/03/John.jpg  Needs   * New website that is in line with Mark's vision of the company and blows the competition away. * New website that generates more business. * New website that positions the company as the leader in the industry.   Irritants   * AE’s who do not understand what he needs and waste his time. * AE's who try to sell him on things he doesn't need (or thinks he doesn't need).   Decision Maker  Tier 1 | Persona 1: Mark Education: MBA  Income: $170,000  New York City, NY  **Mark, *CEO*** (Age 55)  **Role:** Mark is the CEO of a retailer with $500M in annual sales. He reports to the board of directors and shareholders. He has been with the company for 20 years. His primary responsibility is to oversee and deliver company performance, ensure profitability, as well as create and implement the long-term company-wide strategy.  **Realization:** While he has achieved business growth, Mark knows that in order to stay competitive and continue growing, the company must have a website that outperforms that of the competitors'. He wants the website to generate more business and be able to provide validation support.  **Goals:** Mark wants to hire a web development agency that can build a site that delivers results. He wants a hands-off approach and he wants the website to pay for itself (deliver healthy ROI). He doesn't have time to waste so he wants to hire the best agency he can afford.  **Challenges:** He is not a visually-oriented person, doesn't care about gimmicks and doesn’t have time to waste. He wants to see results in dollars, not in bells and whistles.  **Pain Points:**  The current website is 6 years old: it is visibly outdated, it doesn't present the company well, doesn't fully explain products and services and is very ineffective from marketing standpoint. In fact there have been concerns that the company lost business because of the website. All this creates a sense of urgency.  **Criteria:** While searching for an agency, Mark is looking for companies that:   * Display proof that they have done significant projects for relevant clients ($100M+ in the same or related industry) * Can justify the price tag and demonstrate the ROI. * Have a great website – visually, structurally, and that are easy to navigate and find information. * Are preferably local (but not a deal breaker if willing to travel)   **Discovery:** Mark delegates the search to his Marketing Manager. He does not have time to search for companies, but he wants to evaluate the candidates who are recommended by the Marketing Manager. He prefers to meet them in person. |

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| Needs  Irritants  Role  Tier 1 | 2.Name:Name/Title/(age):Income:Education:City/State:  |  |  | | --- | --- | | Name: |  | | Name/Title/(Age) |  | | Role: |  | | Realization: |  | | Goals: |  | | Challenges: |  |  |  |  | | --- | --- | | **Pain Points** |  | | **Criteria** |  | | **Discovery** |  | |

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