

9 STEPS

TO CREATE POWERFUL CUSTOMER PERSONAS

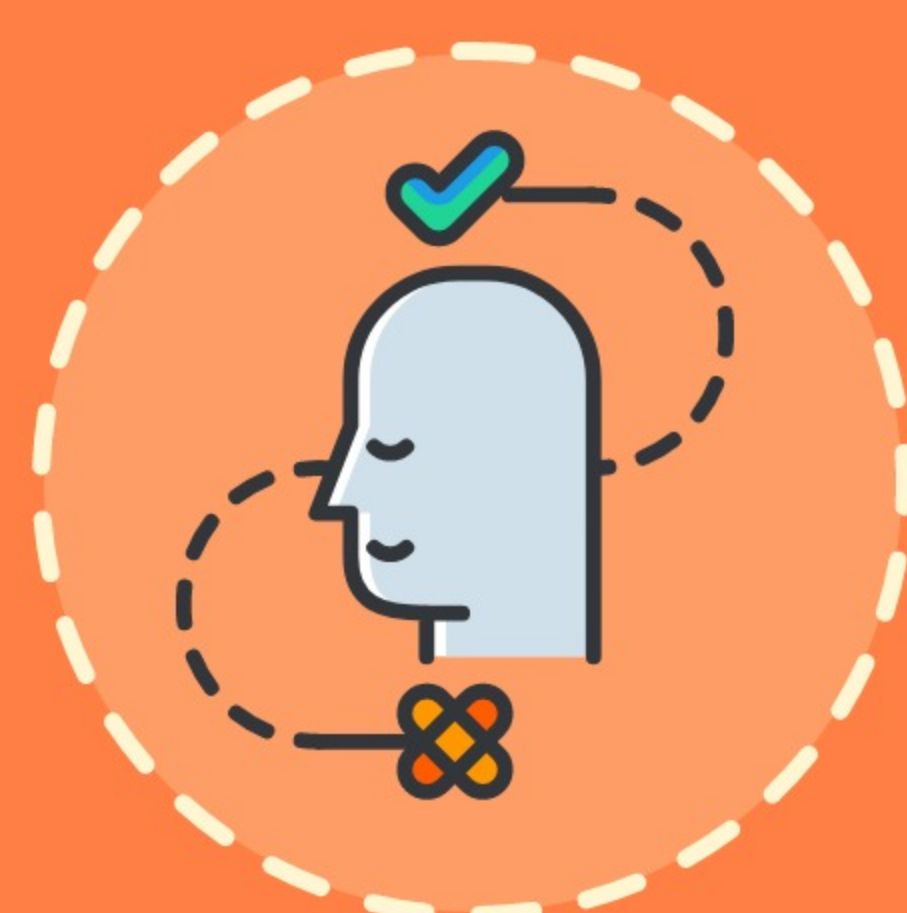
GATHER THE RIGHT PEOPLE



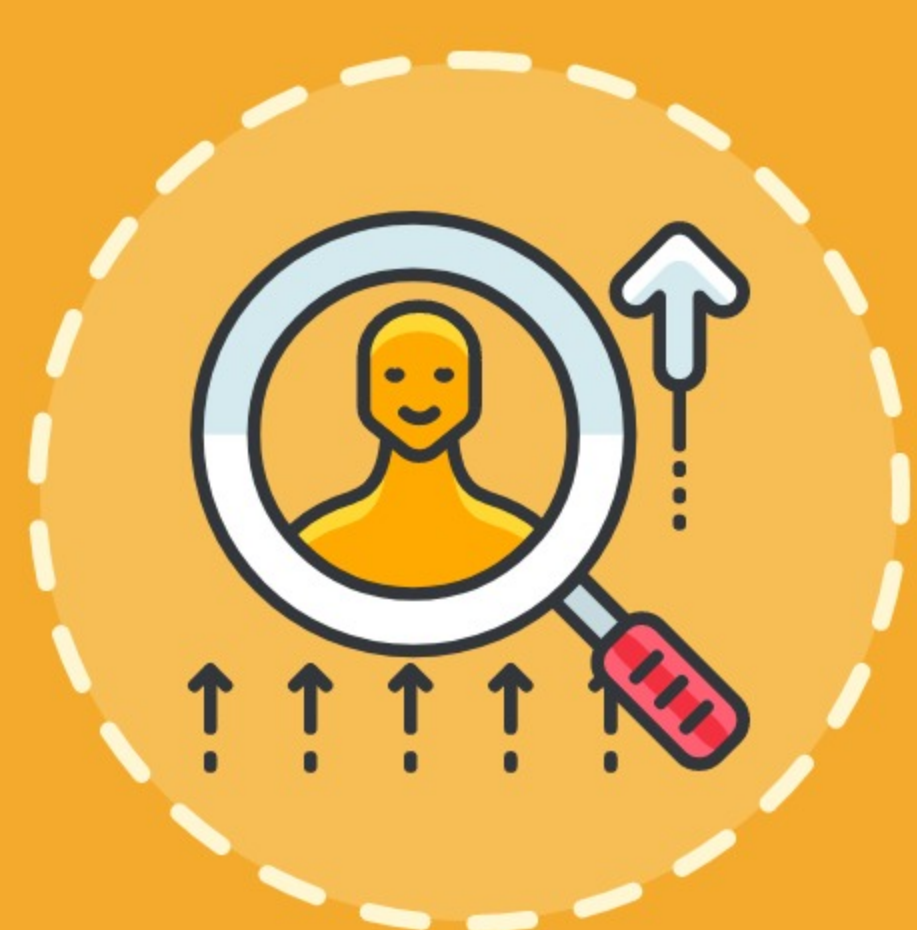
You can't have too many opinions at this stage of the project. Each department, team lead, and decision-maker has key insights into your customer base, and they're attuned to the attitudes and beliefs that motivate these individuals to buy your products.

BRAINSTORM CUSTOMER NEEDS

The first brainstorming meeting should focus on identifying need assumptions within your customer base. What are the customer goals when buying your products or services? How do they use your product or service? What are the barriers to purchase?



IDENTIFY CUSTOMER ATTRIBUTES



Your second brainstorming session should address customer attributes including customer demographics and psychographics. What are the opinions, attitudes, and interests of your potential clients or customers? Where do they live? Identify gender and age. Consider economic and family factors. Be alert to emerging patterns.

VERIFY ASSUMPTIONS WITH DATA

If you find that your assumptions don't have supporting data, it could mean that the group's notions of your business don't line up with consumer opinion. Adjust groups as necessary until every assumption has at least one verifiable data point to back it up.



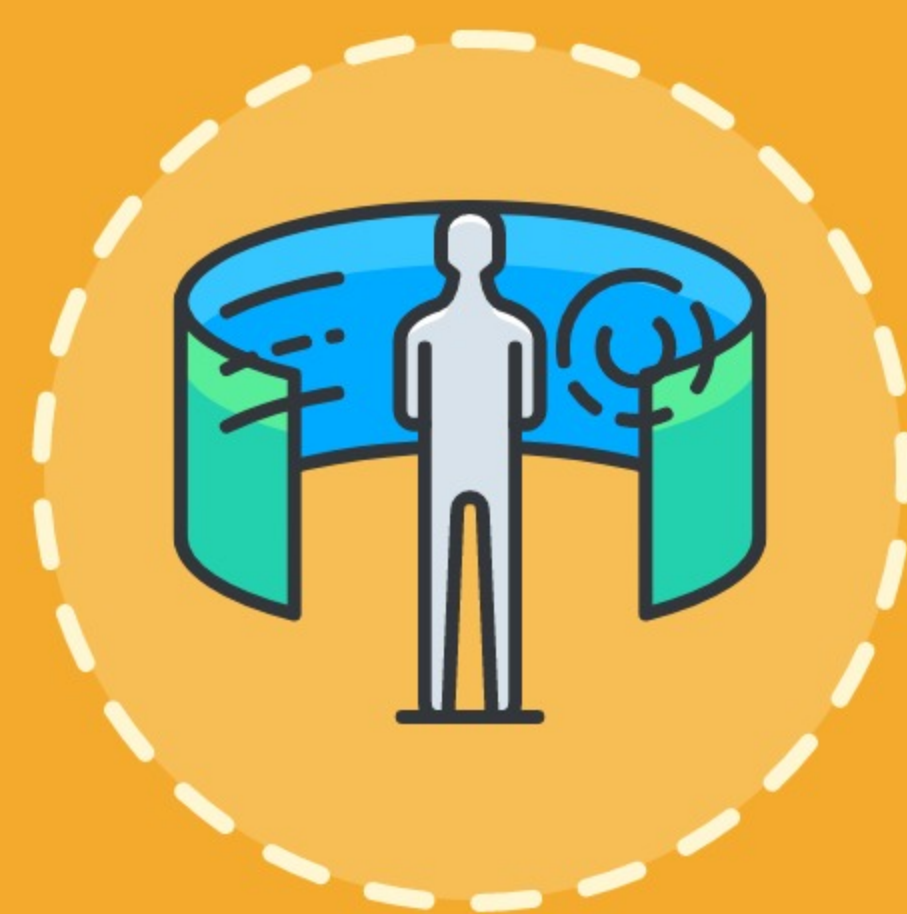
REVIEW SOCIAL MEDIA FEEDBACK



Your following on social media is another great source of information to back up your assumptions. Review comments and tweets. Reach out to frustrated users and ask them what you can improve. Talk to happy customers and ask what factors influenced them to become fans of your brand.

ORGANIZE GROUPS INTO PERSONAS

Give each pattern of needs and customer attributes a name and title. Imagine a typical person from each group as a character to make the persona seem more real. Each persona represents a distinct archetype of a potential customer. You should create between three and 10 unique profiles.



DO QUANTITATIVE RESEARCH



With your personas created, you can start to estimate the number of customers who potentially fall into them. Using quantitative research, establish how users within your personas behave. You'll once again reach out to your customers, but you'll use more targeted methods to get information from them than your qualitative research.

CREATE A MARKETING FUNNEL PLAN

Understanding how each persona fits into your marketing funnel is vital. When you know what behaviors indicate buying signals or a willingness to spend, you can develop strategies to address concerns and move each persona along the funnel more effectively, improving outreach and increasing sales.



TEST YOUR PERSONAS



Not every content marketing effort will succeed and that's part of the process. Testing conversion rates for campaigns provides insight into how right your personas are and what you might need to adjust. Consider open rates for email marketing, use Google Analytics, and continue to evaluate customer feedback at every stage.