



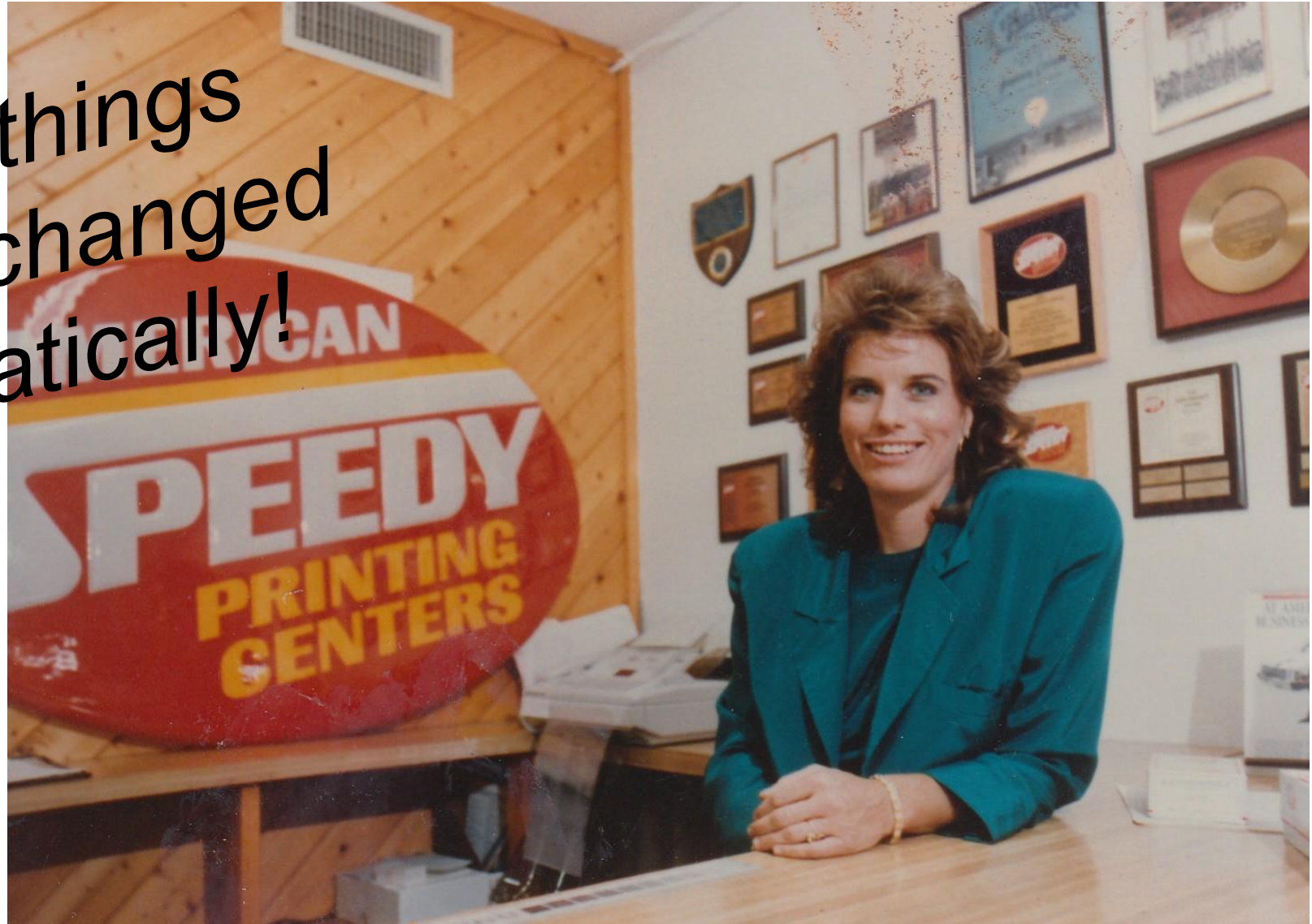
Who Do You *(Really)* Want to Talk To?

Greater Phoenix Chamber of Commerce

Small Business Master Series

July 19, 2018

Some things
have changed
dramatically!



Successful Marketing

Right Prospect

Right Time

Right Channel

Right Message/Offer



Who Are Your Target Customers?



Buyer Personas

- Define goals of clients
- Help develop messaging
- Outline timing of communication
- Determine communication channels



Ask the right questions...



GOALS

- What are our buyer's business goals?
- What is our prospect's personal goals?
- What organization goals affect their buying behavior?



BUYING PROCESS

- What buying process do our buyers follow?
- How do relationships influence the buying process?



PROSPECT THINKING

- Which attitudes hurt/help us on the part of prospects?
- What perceptions & beliefs do our prospects have?
- How does prospect thinking affect purchasing behavior?



DEMOGRAPHICS

- What is their age ?
- What is their income Level?
- Male/Female?
- What is their profession?
- What is their background



CHANNELS

- Which channels do our prospects use?
- Where are our prospects socially?
- What external sources do they frequent?



INFLUENCERS

- Who are the influencers to the buying process?
- Who participates in decision to buy?

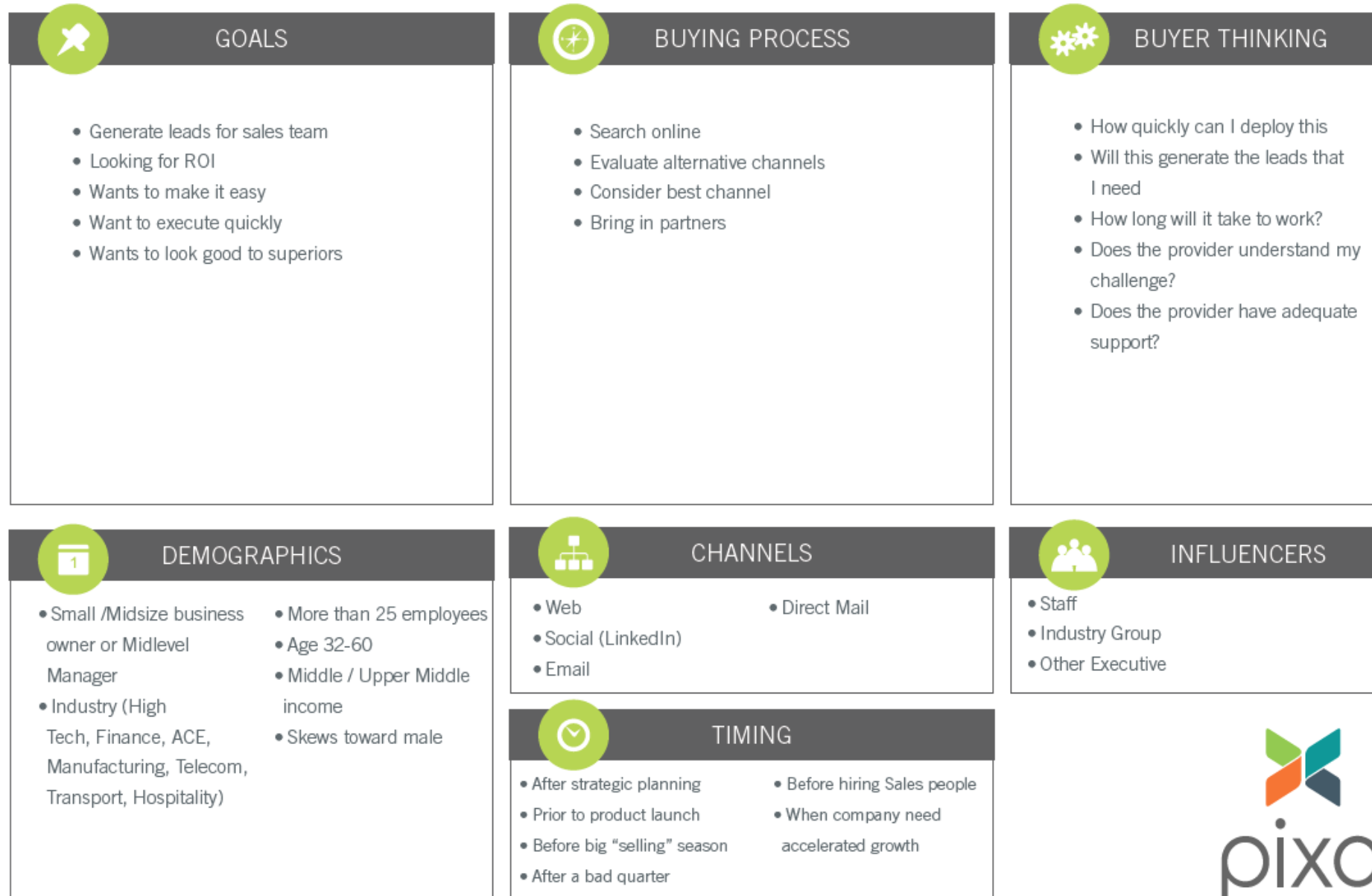


TIMING

- What are the seasonal patterns of our prospects?
- What is a normal purchasing cycle?



Example: Steven Strategic



Gut check your answers with data from...

Google Analytics
Customer Surveys
Site Search Logs
Social Media Analytics
Keyword Research
Stakeholder Interviews



... now develop context

- This narrative step focuses on one individual. They'll be top of mind crafting your communication messages.
- Direct marketing is powerful when you engage your audience on this individual level.
- By creating their story, your persona becomes real. It reminds us as marketers that **our prospects are people not dollars.**

Persona canvas
Polly Prospect

Use this space to create the narrative for your persona. This helps to focus in on an individual as you craft messages to your prospects. Direct marketing is more powerful when the messages are created in such a way as to engage your audience on an individual level.

By creating her story, your persona becomes real and reminds us as marketers that our prospects are people not dollars.

Your narrative should include many of the key points outlined on the worksheet such as demographic information, buying process, and prospect thinking.

Example: Steven Strategic

If marketing was the only thing Steven had to worry about life would be a breeze but he is also responsible for all revenue from both the inside and outside sales teams as well as managing most of the HR issues of the company.

Steven spends his days split between client facing activities, management meeting and working on marketing. By the end of the day he is exhausted but always finds a way to rally for his Wednesday night softball league. Many nights, rather than watching TV, Larry will opt for surfing the internet looking for information that will help him grow professionally. He reads blogs, downloads white papers and listens to podcast on a regular basis. Often he gets so excited about implementing new ideas that he can't sleep that night and gets up early to get into the office.

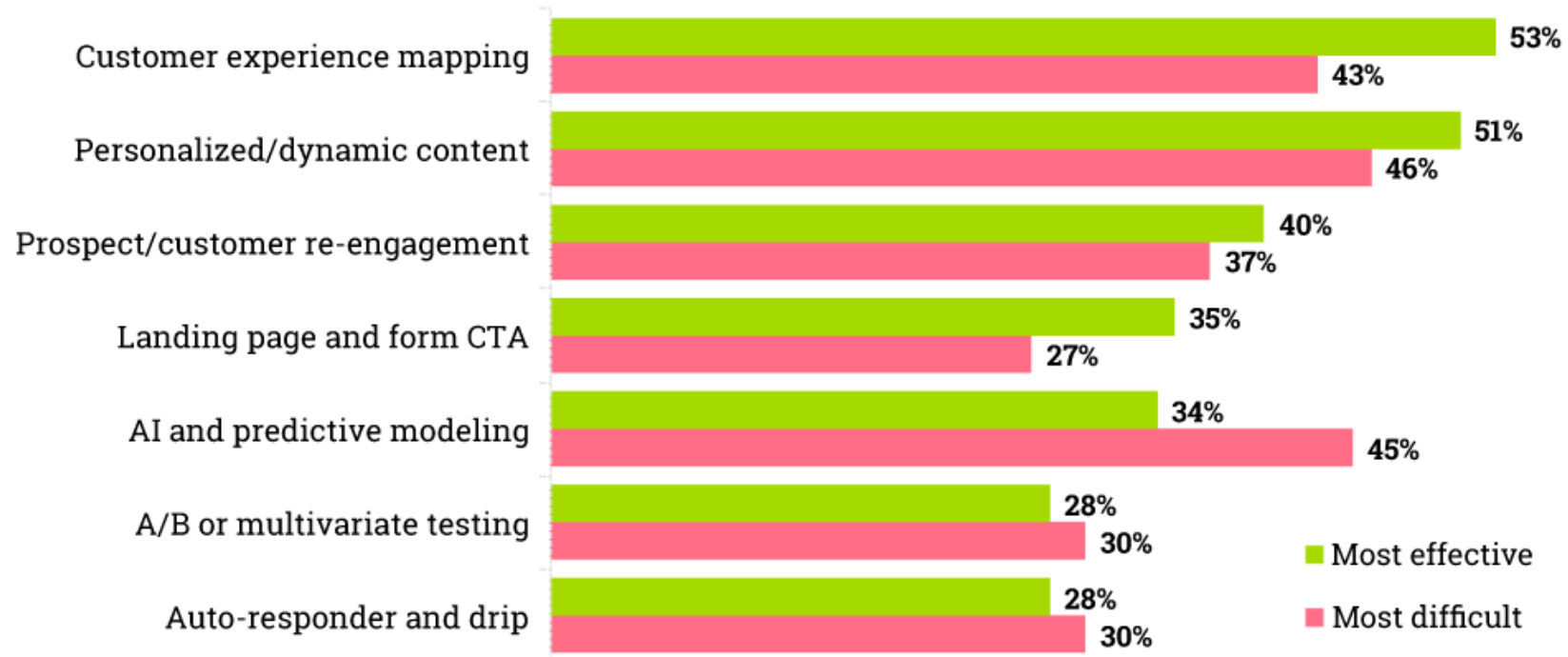


Use Your Personas to:

- Write better copy. People will respond more.
- Get more “personal” in your communication
- Save money by only targeting your advertising dollars to where your prospects are
- Create your marketing strategy and communication plan
- Improve the timing of your communications
- Understand who to say no to

Buyer personas are critical for more advanced marketing automation tactics

Most Effective - and Difficult - Tactics Used to Optimize Marketing Automation



Published on MarketingCharts.com in June 2018 | Data Source: Ascend2 and its Research Partners

Based on a survey of 250 marketing influencers around the world, 84% of whom are from companies with at least 50 employees.

Respondents were fairly evenly split between B2B (40%) and B2C (33%) companies, with the remainder from companies targeting B2B and B2C equally.



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