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Hello everyone. I'm so glad we are all here.

And, thank you Tristam, for hosting this webinar. It's very cool to share so many interests with you. Especially the craft beer part. ;-)

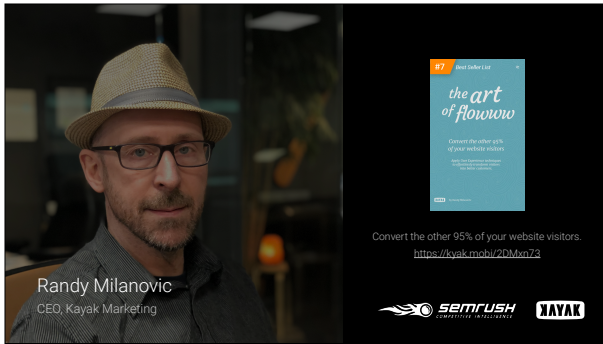
Today, we're talking about buyer personas. And that's some very exciting stuff!

We only have an hour, so I'll get right to it.

I understand that the presentation, along with my speaker notes will be available on the SEMrush webinars page a bit later, so you can take a longer look and explore the links I'm providing at any time.

Additionally, I'm happy to field questions via twitter @kayak360.

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For those of you haven't bumped into me on GPlus or Facebook, I'm Randy Milanovic, CEO of Kayak Marketing and the founder of FlowwwSites.

As a Certified HubSpot Partner Agency since 2011 - platinum in 2018 - I'm going to lean on and share some of their material in today's presentation.

Don't worry, we've got some in-house secrets to share as well, including a few from my recent book, *The Art of Flowww*, which is available on Amazon.

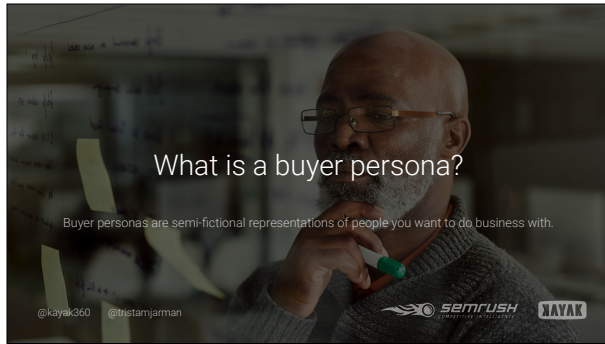
My team and I have had the pleasure of helping more than 550 organizations develop their buyer personas, improve their smarketing results, and grow their companies.

Yes, I said smarketing.

After all, buyer personas are strongest when developed in collaboration with your sales, marketing, and operations teams.

When everyone is aligned, it's definitely smarketing.

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Buyer personas are semi-fictional representations of the people you want to do business with.

And, buyer personas are your secret key to driving real business growth.

They help you focus your efforts on qualified prospects, guide product/service development to suit the needs of your customers, and align efforts between your marketing & sales & operations teams.

Regardless of what stage your company is in, you can create insightful buyer persona profiles that represent people you want to work with, along with their influencers.

Content crafted to your buyer personas will help to attract highly qualified visitors, leads, and customers - and filter out those less desirable. Best of all, these types of people are more likely to retain you over time – joyfully – because they are a better fit for your business.

When creating your buyer persona(s), you'll want to consider a mix of both demographics and psychographics. Especially psychographics...the more you know about what excites, scares, annoys, and even angers them, the better. Because with that intel, you can craft your messaging to connect with your prospects incredibly well.

A quick side note here... you've probably also heard the term Ideal Client when talking about Buyers Personas. Buyer personas are profiles of key people who work at your Ideal Client companies.

Buyer Personas are people. Ideal Clients are companies.

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Before we dive into the buyer persona-creation process, let's consider the impact well-developed buyer personas can have on your business.

Buyer personas help you understand your customers (and prospective customers) much better - no hunches or gut feelings required - personas are created from real information to represent a real person or persons, and they can be data-driven.

This makes it easier for you to tailor your content, messaging, product development, and services to meet the needs of your specific audience without getting lost in the weeds of trying to please everyone.



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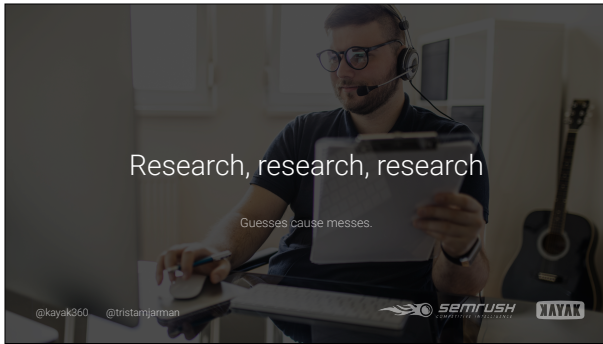


Quick stat:

NetProspex (for example) optimized its website based on their buyer personas to create a customized visitor experience. The effort resulted in a 900% increase in visit duration, and, an increase of 171% in marketing-generated revenue.

You'll find this and a lot more about Personas on the SEMrush blog.

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The good news is, personas aren't that difficult to create. It's all about how you obtain your market research and customer data, and then share and present that information with your team.

For example, you may know your target buyers are product managers, but do you know what their specific needs and interests are? What's the typical background of your ideal buyer, their life stage, biggest concerns, secret desires or fears - do you see any commonalities?

The strongest buyer personas are based on market research paired with insights that you can gather from real customers through surveys, interviews, net promoter scores, reviews, even informal chats with them.

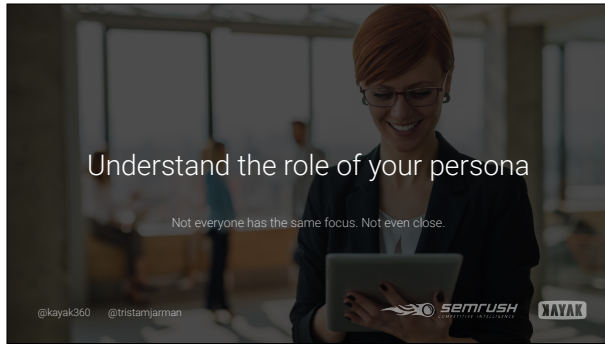
Depending on your business, you could have as few as one or two personas, or you could have several.

If you're new to personas, I recommend starting with two — you can develop additional personas over time as needed. I personally like to develop personas in pairs, because people don't often make decisions in a bubble.

Being aware of who influences your ideal buyer is smart. And, once you get a sense of their relationship, you can work to create content that prompts engagement and dialogue, and interest in your products and services as a result.

I'm not talking about social media influencers or famous people... I'm talking about co-workers, spouses, and other close-in people they look up to and value the opinions of.

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I also like to develop personas based on their role.

For example, let's imagine a persona who is in an executive role.

Their decision-making focus is going to be quite different (i.e. does it result in market share or growth?) from someone in middle-management (i.e. will it achieve good results for the budget they've been assigned?), just as that manager's focus is going to differ from someone in operations (i.e. is my work space comfortable and do I love my job?).

Thus, understanding the role your prospect is in, is equally important in shaping the conversation you might have - or might avoid - with them.

Consider also, in larger organizations, there may be multiple personas, even a buying committee full of decision-makers, each with their own focus.

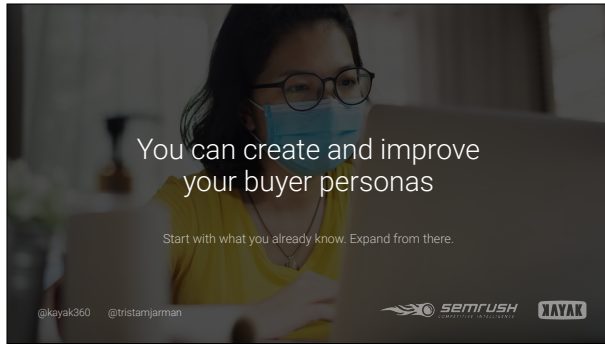
I'm curious, Tristam... have you ever seen someone in IT have the exact same priority as their colleague in finance?

Ultimately, the more you know, the better.

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An important stat from the article, “5 Reasons Why Your Buyer Persona’s Aren’t Good Enough” by MarketingInsider. Segmentation is a fantastic way to organize your lead data. Segmentation allows you to tailor your marketing to a portion of your contacts, making it more effective.



Let's start with 8 very practical methods for gathering the information needed to develop or refine your personas:

1. One of my favourites is to interview or research based on Dan Kennedy's Ultimate Sales Letter (book). My friend Joel Klettke recently reminded me of these 4 questions in particular:

a. Ask, What keeps them awake at night, eyes staring up at the ceiling?

If these concerns keep them awake, can you imagine how a promise to solve them might shake them by the collar.

b. Ask what they are afraid of.

Fear is a powerful motivator: we will do almost anything to distract ourselves from it or make it go away. Including buying.

c. Ask what are they angry about (or who are they angry at).

Common enemies? Identify 'em. Government, weather... what?

d. Learn what their top 3 daily frustrations are.

The things that frustrate them are the problems they'd pay to be rid of. Think of this in the context of your solution(s).

2. Look through your existing data (CRM, SEMrush, Google Analytics, HubSpot, etc) for trends around how your best leads or customers find and consume your content. (for meta analysis tips, see: <https://kyak.mobi/33RO1gs>)

3. Use form fields that capture important persona information. For example, if you believe your ideal buyers have a common challenge, ask them a qualifying question about their biggest challenge at the top of your contact form, then watch for patterns in how your best prospects respond. Then add

the new insight to your buyer persona profile.

Consider what other questions might be relevant to ask, related to your business. Their answers can provide you with wonderful segmentation data.

4. Consider your sales team's feedback on the leads they're interacting with most. What insights can they share with you to help you understand the different types of customers your company has attracted to date, and which ones they prefer?

5. Interview customers and prospects to discover what they like - or dislike - about your product, service, or process, or even your industry.

6. Explore personality assessment tools such as DISC or Crystal Knows.

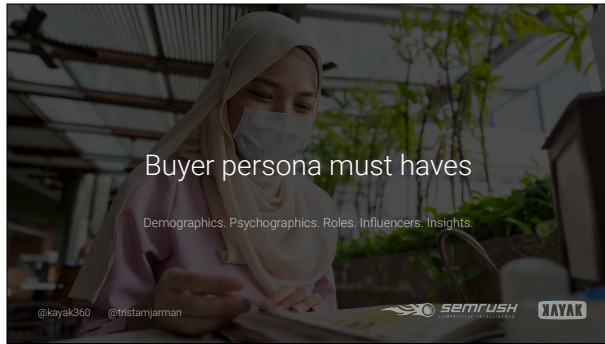
Essentially, its dig, dig, and dig some more. In practice, you should be able to visualize your persona clearly when writing and reading your content.

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Which reminds me... since we still have a few minutes... way back in the mid 90s - you know, before computers - we used to make cardboard cutouts of our ideal clients to remind us who we were developing our creative for. It worked amazingly well. Just don't make it of yourself. :)

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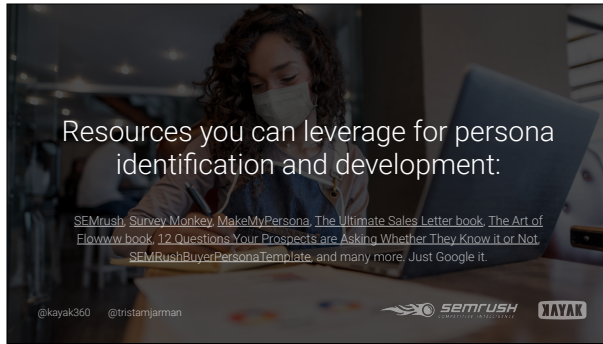


Collect a few demographics (age, sex income, etc), but spend some time digging into psychographics (fears, desires, values, influences, needs, personality type), and layer on any insights you discover around motivations. Include wording around their biggest challenge and their primary goal.

A reminder once again that buyer personas are different from ideal clients...Buyers are people, ideal clients are the businesses/organizations that your buyer personas work at.



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SEMrush's marketing tool (which is about to be demo'd by Tristam), Survey Monkey, the Make My Persona tool by HubSpot, Dan Kennedy's Ultimate Sales Letter book, my own book The Art of Flowww, as well as an article I penned outlining the 12 Questions Your Prospects are Asking Whether They Know it or Not, and of course, SEMrush's Buyer Persona Template which can be downloaded from their blog article.

In addition to those noted here, there are a vast range of tools, books, downloads and blog posts out there that cover persona creation. I encourage you to find and use whichever ones work for you.

And on that note, Thank you for having me here today. I'm happy to stick around and take questions after Tristam completes the demo.

