### How to Create a Buyer Persona that Rocks

Presented by Randy Milanovic @kayak360 Hosted by Tristam Jarman @tristamjarman





Randy Milanovic CEO, Kayak Marketing **#7** Best Seller List

### the art of flowww

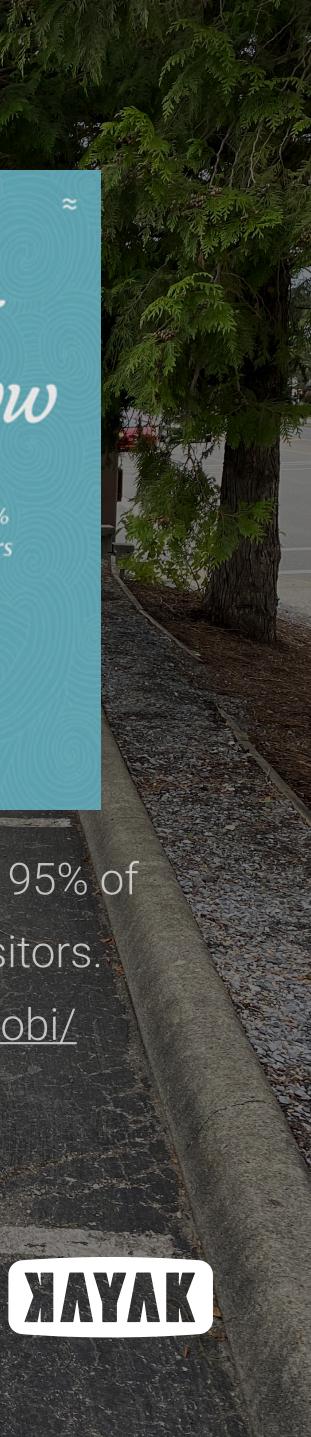
Convert the other 95% of your website visitors

Apply User Experience techniques to effortlessly transform visitors into better customers.

NAYAK by Randy Milanovic

Convert the other 95% of your website visitors. <u>https://kyak.mobi/</u> <u>2DMxn73</u>





### What is a buyer persona?

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



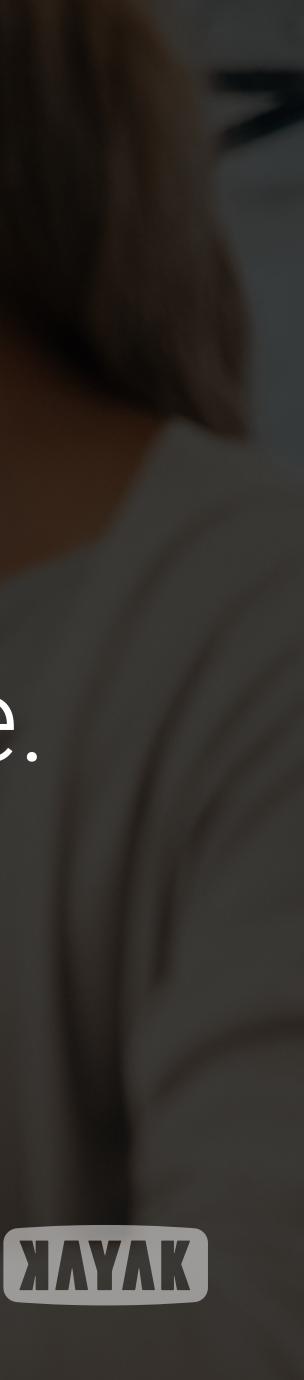


# Lets consider the impact that a well-developed buyer persona can have.

Buyer personas help you craft content and messaging much better.

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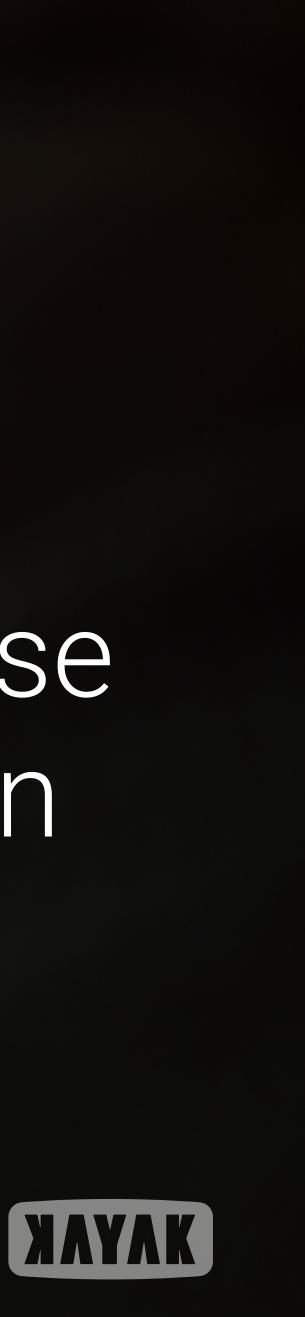


### Real world impact... the application of persona insights led to a 900% increase in site visit duration, and a 171% spike in marketing ROI for NetProspex.

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### Research, research, research

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Guesses cause messes.







## Understand the role of your persona

Not everyone has the same focus. Not even close.

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### 93% of companies who exceed lead and revenue goals segment their database by buyer persona.

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### You can create and improve your buyer personas

Start with what you already know. Expand from there.

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### Buyer persona must haves

Demographics. Psychographics. Roles. Influencers. Insights.

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## Resources you can leverage for persona identification and development:

SEMrush, Survey Monkey, MakeMyPersona, The Ultimate Sales Letter book, The Art of Flowww book, 12 Questions Your Prospects are Asking Whether They Know it or Not, SEMRushBuyerPersonaTemplate, and many more. Just Google it.

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