

How to Create a Buyer Persona that Rocks

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Hosted by Tristam Jarman @tristamjarman





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Convert the other 95% of
your website visitors.
[https://kyak.mobi/
2DMxn73](https://kyak.mobi/2DMxn73)

What is a buyer persona?

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

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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 NetProsper.

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Research, research, research

Guesses cause messes.

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Understand the role of your persona

Not everyone has the same focus. Not even close.

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A man in a light-colored suit and glasses is shown from the chest up, sitting at a desk. He has a wide, enthusiastic smile with his mouth open, showing his teeth, and his fists are clenched in a celebratory gesture. The background is a blurred office setting with shelves and papers. The overall image has a dark, semi-transparent overlay.

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

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SEMRUSH
COMPETITIVE INTELLIGENCE



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 Flowwww book, 12 Questions Your Prospects are Asking Whether They Know it or Not, SEMRushBuyerPersonaTemplate, and many more. Just Google it.

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Demo!

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