



THE SCIENCE BEHIND CREATING BUYER PERSONAS

Content is king! And since it doesn't look like its reign over the digital kingdom is going to end any time soon, it's important to jump on board and learn how to develop a supreme content marketing strategy. The first – and very critical step – to any content plan, is to build **BUYER PERSONAS**! How else are you going to figure out who to tailor all that content for?

Let's take a look at the formula for gathering the right data and then using it to develop accurate buyer personas.



INVESTIGATE, RESEARCH, AND COLLECT DATA!

1. Web Analytics

Examine metrics like:



Bounce Rates



Organic Traffic



Page Traffic



Leads via Social Media



Mobile Traffic



Conversion Rates

<https://www.>

Referring Sites

2. Your Own Business Intelligence

Collect background data for possible personas from...



Existing
User Profiles



Sales Stats
and
Transactions



Calls and
Outcomes



Overall Sales
Revenue

3. Execute Surveys

Whether conducted via phone, in person, or by web, surveys can collect valuable data like gender, age, geo-location, income and ethnicity. Some great online survey tools we like, include SurveyMonkey and SurveyMoz.



CONSTRUCT-A-PERSONA

1. Name Him...or Her!

Naming your personas helps create
a real picture of an individual.



Let's name him
"Mike"

2. Analyze: Define Mike's Pains and Needs

Use the data you collected to outline each persona's pains and needs. Ask yourself questions like:

- What problem is Mike trying to solve?
- What does he need to solve the problem?
- What kind of information is he searching for?



3. Segment

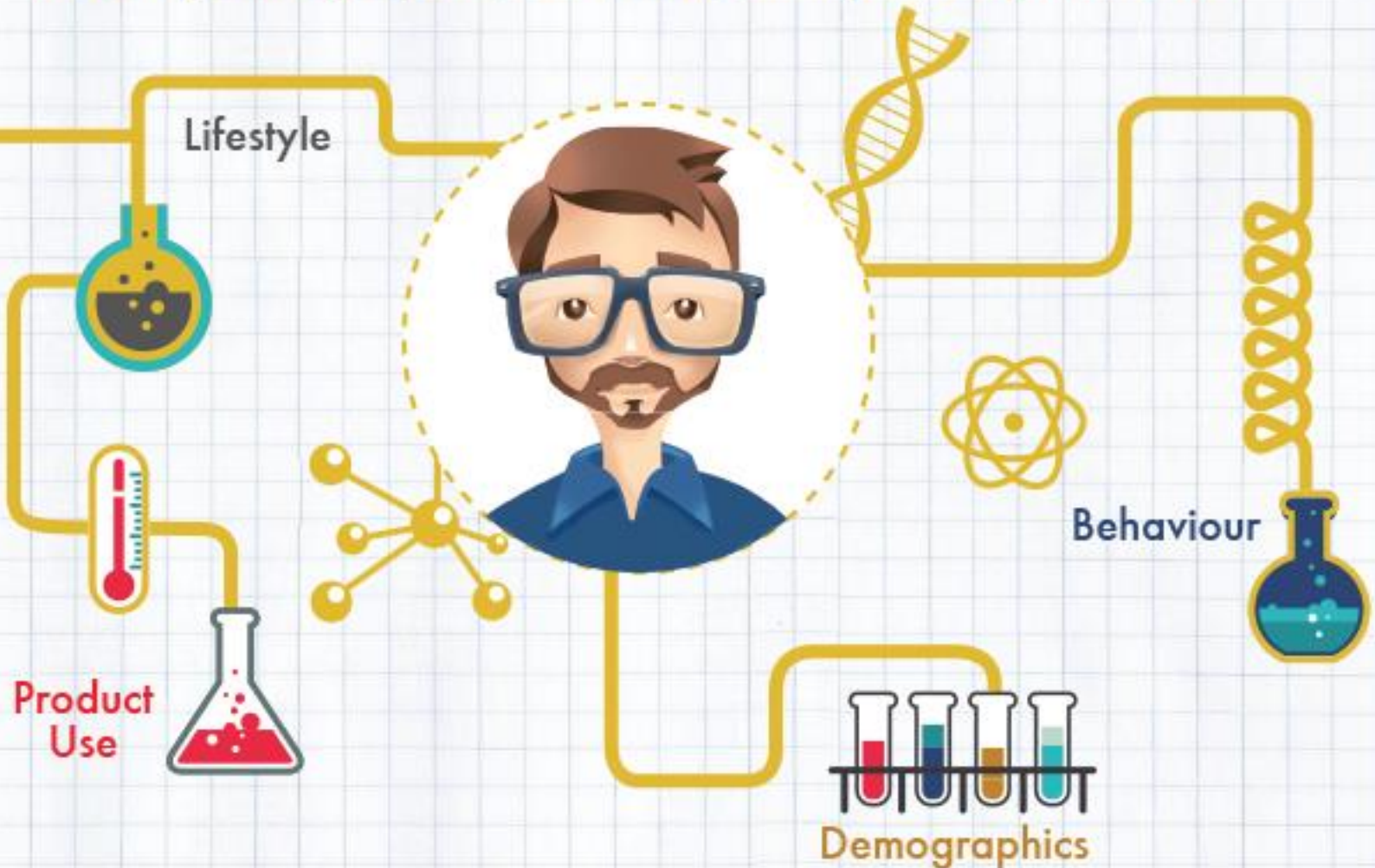
Watch out for trends and patterns in demographic or behavioural data. This will distinguish the different parts of the audience, which will help in tailoring your content later!



patterns in demographic or behavioural data

4. Construct the Profile

Now your buyer persona is ready to be built! You have all the necessary parts for creating a hypothetical customer profile including demographics, behaviour, lifestyle and product use.



Content marketing is incredibly powerful at demonstrating your company's expertise. But taking that extra step to research and build, buyer persona profiles will help your team engage with the right people at exactly the right time in the buying cycle!

ABOUT WSI

WSI is the world leader in digital marketing and we're equipped to implement a full suite of Internet solutions. But, of course, we'll work with you to determine which tactics are best-suited to accomplish your business goals. For more information on the WSI team, check out www.wsiworld.com.

