

Advanced Marketing

Customer Personas are a building block to understand your audience. Come up with as many different types of customers as you have. For example, a party rental store may rent to non-profits, wedding planners, event planners and brides while an equipment rental store may rent to contractors, handymen, do-it-yourselfers, and construction companies. You'll want to build a persona for the most common (or most profitable) groups of people, at a minimum.

Build Customer Personas

SAMPLE PERSONA

Name: Polly Planner

Background

Role: Wedding Planner/Bridal Consultant

Key company info (optional): Self-owned, small business, locally connected

Relevant background information (education, hobbies, etc.): College-educated, likes Disney movies, dogs/cats/cute animals, DIY craft videos

Demographics

Gender: Female

Age Range: 25-44

Household income (optional): \$50-75K

Urbanicity (Urban/suburban/rural): Suburban

Identifiers (speak their language)

Industry buzzwords: weddings, events, elegant, unique, special

Name:

Background

Role:

Key company info (optional):

Relevant background information (education, hobbies, etc.)

Demographics

Gender:

Age Range:

Household income (optional):

Urbanicity (Urban/suburban/rural):

Identifiers (speak their language)

Industry buzzwords:

Types of content

Which type of content appeals to each persona? Which can you deliver on?

Blogging | Visuals/Infographics | Emails | News features | Webinars | Social media | Videos | Mobile Apps | White papers | Press Releases | eBooks

Keyword Planning

Before using internet-based keyword planners, think of a few internet searches that each persona might make when looking for a product you provide. You can also use free tools to confirm what is being searched and what your competition is using that resonates with customers.

- ▶ Free Keywords Tool - <https://www.wordstream.com/keywords?dt=1>
- ▶ Free Competitor Keywords Tool - <https://www.spyfu.com/>

Things to keep in mind

Business is about people and relationships. Emphasize them in your content!

- Encourage customers to produce content via reviews (provide incentives if necessary)
- Pictures should include people (and faces) when possible (and you have permission)
- The best-performing posts are about impacting people
 - How-tos (help people help themselves)
 - Case studies (how you've helped people)
 - Community involvement
- The two types of posts most commonly shared:
 - Posts that will make their friends laugh
 - Posts that will make them look smart to their friends
- Adapt processes as audience preferences and data (via various analytics) dictate.