

FREE MARKETING FRIDAYS



Create Better Customer Personas

(that actually strengthen your marketing)

Sunny Hunt - Hunt Interaction





Create Better Customer Personas

(that actually strengthen your marketing)





In just 20 minutes...



- The must-have data for strong personas
- How to identify pitfalls in the creation process
- The 4 steps to create your own powerful customer personas



Hey lady, who are you anyway?



Sunny Hunt

Chief Customer and Conversion Nerd



trusted by

COPYHACKERS

taskeasy

dish

accelerate 360

TESTOIL
REMARKABLE IN EVERY WAY

vivint.



What is a Customer Persona?



A document that represents a group of customers. It includes generalized data about that group to help guide the creation of marketing campaigns and product development.





What Can Personas Do?



1. Build Better Customers
2. Create effective marketing campaigns
3. Inform your product development



++ How to Create Strong Customer Personas

++ General Guidelines

- No more than 3-5 customer personas for any product line
- Minimize demographic information (including gender)
- Create a "secret" customer persona



How to Create Strong Customer Personas



1. Hypothesize
2. Assumptions (beyond demographics)
3. Research
4. Test & Validate




++ ++ ++ ++ ++ ++ ++ ++ ++ ++ ++ ++ How to Create Strong Customer Personas

++ ++ ++ ++ 1. Hypothesize

- Do an initial summary breakdown of 4 key customer types
 - Decision-makers
 - Influencers
 - Buyers
 - End-users

How to Create Strong Customer Personas


2. Assumptions (beyond demographics)

- Decision-making modalities
 - Level of awareness
 - Psychographics (values, attitudes, and beliefs)
 - Objections and anxieties
 - Switching costs
 - Key marketing activities
- 



How to Create Strong Customer Personas

4. Test and Validate

- Paid social media
 - Earned media
 - Content marketing
- 





How Customer Personas Can Go Very Wrong

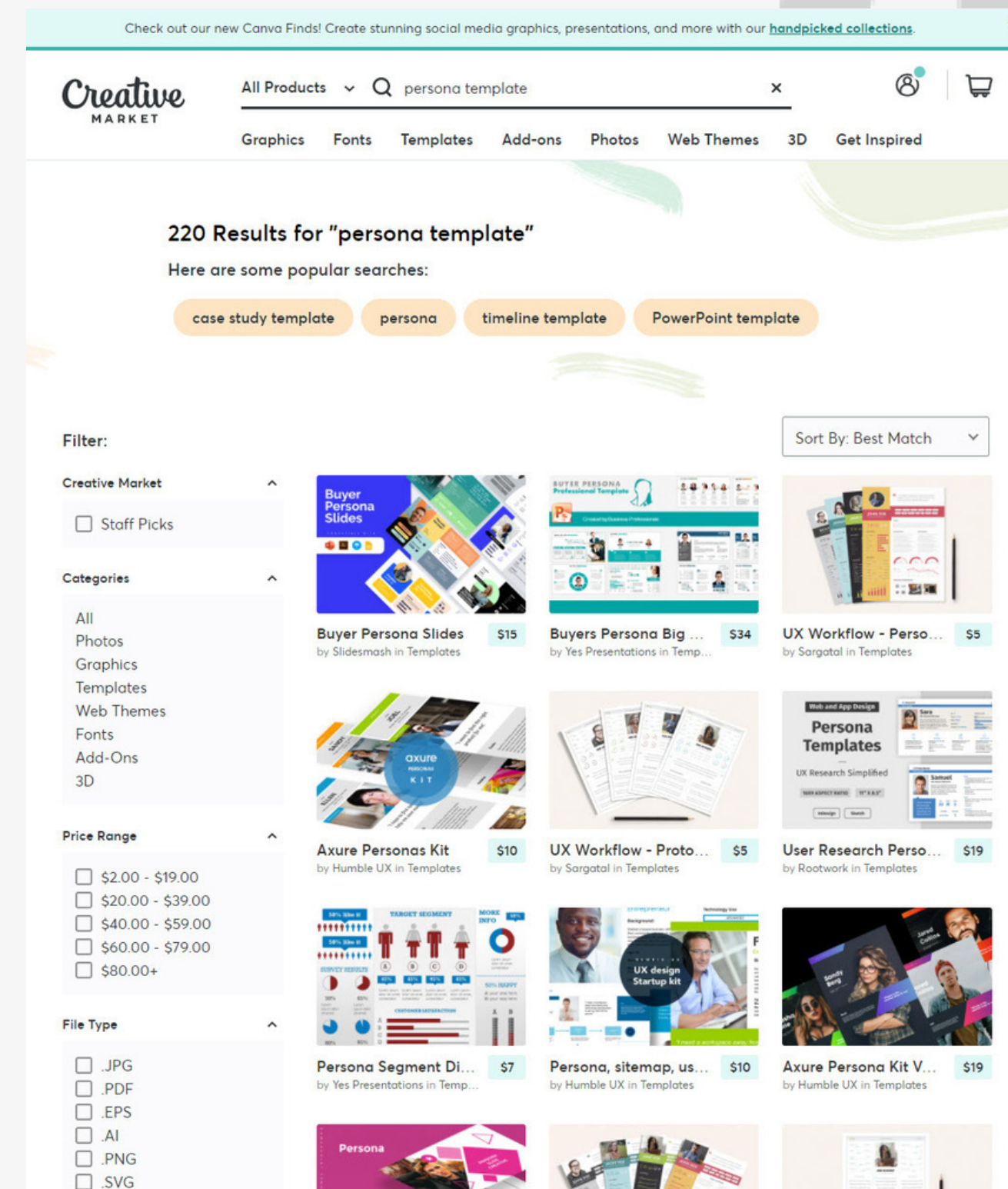


- Assumptions not validated with research
- Single source of data
- Used only demographic data
- Too many personas
- Didn't update with market and product shifts



How Customer Personas Can Go Very Wrong

- Downloaded a template





Key Takeaways

- The best customer personas are the personas that get used - because they're helpful and instructive.
 - Include qualitative data
 - Recent & updated
 - Tested & validated