



Buyer Personas – It's What You Don't Know That Matters

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- Marketer to B2B marketers

Cintell – manage & share SmartPersonas™

www.cintell.net



Stuff you already know about B2B marketing:

- **More** technology than ever
- **More** budget (yay!)
- **More** top-line responsibility (aww)
- **More** of the purchase journey
- **More** buyers to serve
- **More** content across more channels

**It's easy to lose sight of who
this is all for in the first place.**



**MOST COMPANIES ARE THE CENTER
OF THEIR OWN UNIVERSE**

CUSTOMER-CENTRIC COMPANIES:

- **3X more profitable**
- **2X faster getting new products to market**
- **10-20% better customer satisfaction**

The background of the entire image is a deep space scene featuring a vibrant nebula with swirling clouds of gas in shades of blue, purple, and orange, set against a dark field of distant stars.

60%

**of companies
admit they do
not understand
their buyers.**

-SiriusDecisions

(The rest are in denial)



Let's talk about you.

Personas at your organization:

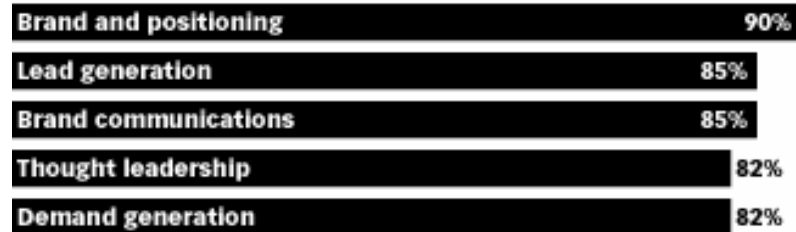
- A. We have no personas, and no plans to.
- B. We have no personas, but are planning to create them.
- C. We have personas, they could use some updating.
- D. We have personas, and are confident in them.

73% have personas, or
plan to in 2015.
-ITSMA

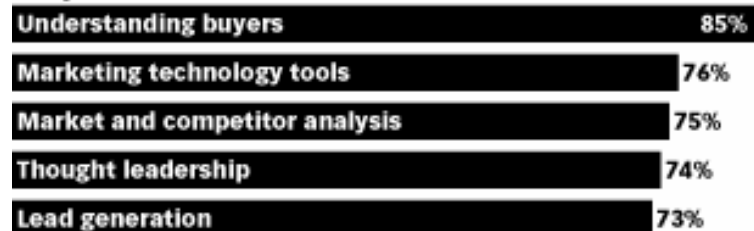
Leading Marketing Responsibilities According to B2B Marketers Worldwide, Currently vs. in 2 Years, Nov 2014

% of respondents

Currently



In 2 years



Note: n=121; in their organization

Source: ITSMA, "The New Architecture of Marketing Talent," Dec 9, 2014

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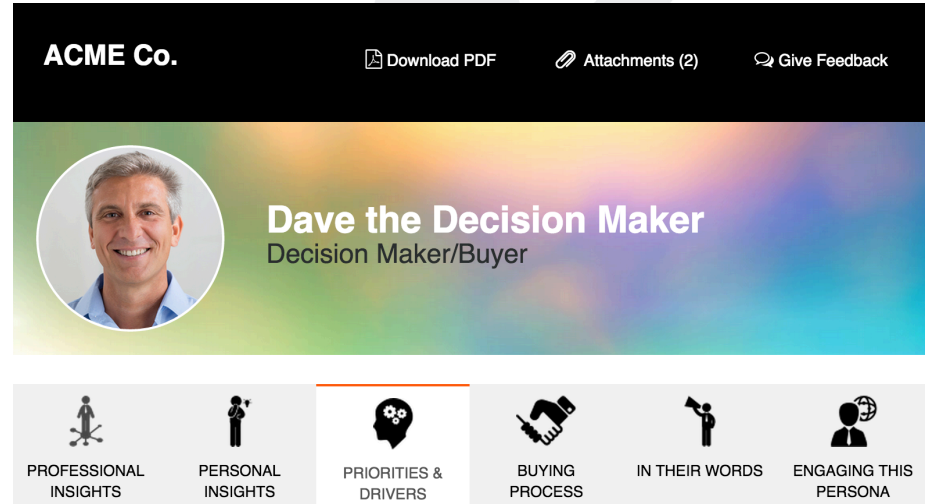
www.eMarketer.com

#1 B2B marketing responsibility in 2016:
“Understanding buyers”

(Yes, really.)

Persona (n): character

Buyer Persona (n): A fictional character that represents a segment of your audience.



Great personas:

- In-depth
- Active tools
- Specific
- Guide
- Reveal emotions



“Personas put the focus of marketing where it needs to be: squarely on the **customer.**”

– Ardath Albee



“IT DIRECTOR”

DIRECTOR

What to include in a buyer persona:

1. Objectives
2. Problems
3. Obstacles
4. Questions
5. Orientation
6. Keywords & phrases
7. Engagement scenarios
8. First person scenarios
9. Destinations

➡ <http://bit.ly/persona-infographic>



HCSS – construction software

- 100 new blog post ideas
- “Voice of the customer” tone + copy
- Aligning company around personas

Where do you get this information?

1

Research



2

External sources



3

Internal sources





Don't assume.

Personas fail when they:

1. Are too shallow
2. Are kept in the dark
3. Become out of date
4. Have no buy-in
5. Can't translate to tactics
6. Don't account for the committee
7. Contain useless information
8. Are created in a bubble

This is about listening and empathy.

It's what you don't know that matters.

Thank you for listening.

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← Email me for slides



← Free persona management tool