

How to use your Buyer Persona.

Now that you've researched, in depth, your first Buyer Persona you should have lots of juicy information that you can use to give direction to your marketing strategy and content creation.

Using the example of Sally Johns, here are the things you need to consider in your marketing strategy:

B2B

- Sally's boss has to be involved in all decisions and has the final say - you need to develop content which initially attracts Sally and convinces her about your product/service which she can then "sell" to her boss.

B2B + B2C

- Sally likes to be brand loyal - give her reasons to be your brand advocate and keep coming back to your company i.e. special offers, discounts, loyalty program, Refer-A-Friend Program.
- Sally uses the bus and train to get to work - your marketing campaign could include some **outdoor advertising** to reach her.
- Sally likes Facebook - so your marketing effort should include setting up a **social media profile** for the business on Facebook and investigate Facebook advertising.
- Sally uses Google frequently for online searches - don't waste time pumping your hard earned advertising dollars into Yahoo, **focus on Google SEO and Adwords.**
- Sally likes to be loyal to brands that provide top service and after sales support - ensure your **after sales support** message is very clear (on your receipts, website).
- Sally uses multiple devices during the day - ensure your **website is responsive** so that it adapts to the screen size of the device being used for an engaging user experience.
- Sally is security conscious and uses PayPal for online purchases - ensure your **website allows multiple forms of payment** i.e. Credit Cards and Paypal.

Remember...

- review your Personas each year, so they remain relevant
- keep the summary of each persona to one page, so they remain effective communication tools and can be referred to quickly during content creation and design discussions.