What is a marketing persona?
Personas are archetypal characters created to represent the different user types within a targeted demographic, attitude or behavior set that might use a site, brand or product a similar way. Personas are often combined with market segmentation to represent specific customers.

Why do I need marketing personas?
Personas are a way to consider the goals, desires and limitations of your customers. They are used to guide decisions about a service, product, interaction, feature, and visual design of a website.

What marketing personas are NOT
Marketing personas are not a single user. They are a representation of the goals and behaviors of a hypothesized group of users. In many cases they are captured in a 1-2 page description that include behavior patterns, goals, skills, attitudes, and a few fictional details the make the persona a realistic character.

Benefits of personas
• Consistency across the business for marketing message and lead definition.
• Better organizational understanding of your customer’s needs wants and desires.
• Understanding where your customers are spending their time will enable better targeting of content and promotion opportunities.
• Better quality sales leads and lead nurturing programs for different personas.
• More targeted analytics as you can discover which types of personas make better customers.

Example persona questions
• What is the segments’ age range?
• What is the segment’s educational level?
• What is the segment’s social interest?
• What is the segment’s job status?
• What is the segment’s typical work experience?
• What is the segment likely to get their information? (TV, Internet, Facebook, LinkedIn, Twitter, etc.)?
• What three adjectives would the segment use to describe themselves?

Common usages of personas
• Identify the features, functionality and content to develop for specific personas.
• Communicate to senior executives the expected marketing target.
• Guide content development to support the customer goals and answer their common questions.

Top Resources
• Persona Based Recommendations: http://bit.ly/1eNQ45M
• Introduction to Personas: http://bit.ly/1eXSCcx

For more information visit http://www.kentico.com/Product/For-Marketers
Persona quick start

1. In the Administration screen in the Applications list select On-line marketing and then click the Personas button as shown in the following screenshot.

2. In the Persona screen select New Persona as shown in the following screenshot.

3. In the New persona screen in the Persona name enter Bob and then click Save as shown in the following screenshot.

Rules

Recommend Pages to Personas
You can recommend a page or multiple pages to any persona currently viewing the page.

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