

7 Marketing Persona

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 that 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 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, Linked in, Twitter, etc.)?
- What three adjectives would the segment use to describe themselves?

Common usages of personas

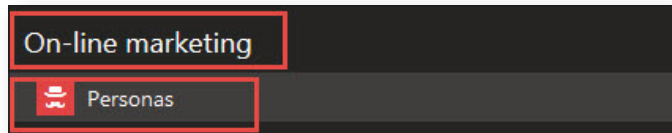
- Identify the features, functionality and content to develop for specific personas.
- Communicate to senior executives the expected marketing target.
- Guide content development to support the customer goals and answer their common questions.

Top Resources

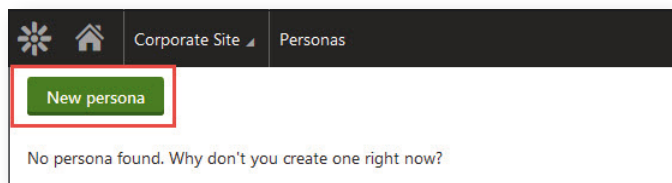
- Persona Based Recommendations:
<http://bit.ly/1eNQ4SM>
- Introduction to Personas :
<http://bit.ly/1eXSCcx>

Persona quick start

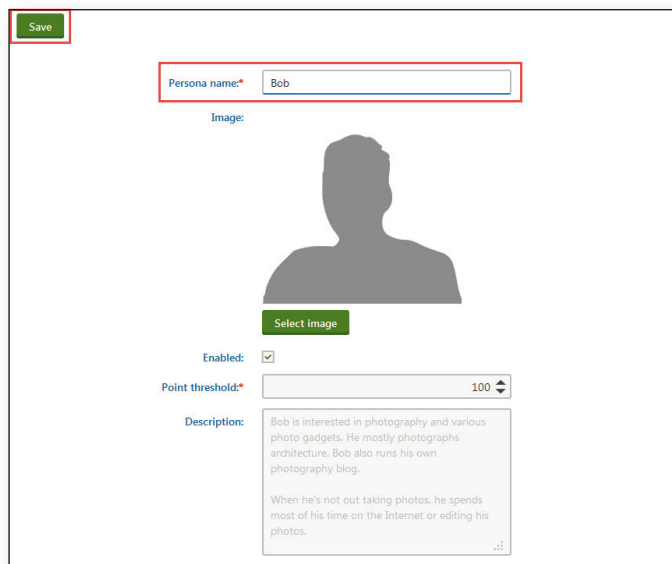
1. In the **Administration** screen in the **Applications** list select **On-line marketing** and then click the **Personas** button as shown in the following screenshot.



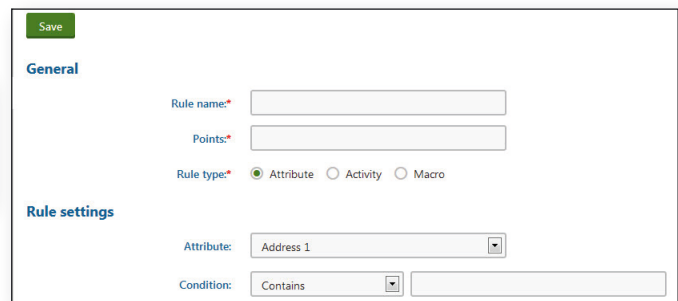
2. In the Persona screen select **New Persona** as shown in the following screenshot.



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



Rules



Recommending Pages to Personas

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

