

PERSON-BASED AUDIENCE DEVELOPMENT PLAN

When building a website, start thinking about who you will be speaking to as you create each page. Will my content attract the right audience and speak to their needs? Will some of your copy be structured with the headlines and subheads filled with keyword phrases that your audience searches for on Google and Bing?

Developing good personas can lead to creating the right messaging strategy and content. It documents the most important interests, business challenges, questions, and complexities that your prospects face. While personas are fictional characters, they will represent the different user types that are looking for your service or want to use your product line. Below is a list of questions to help you create your own personas.

Questions to consider when developing personas:

- Who are the decision makers in each target audience?
- Where do they get guidance and information: social media, video, white papers, case studies or articles in specific publications?
- Does the decision-maker first go on search engines and industry websites to learn more about a product or service?
- Does the decision-maker like to get answers on their own or do they seek input from other?
- Who should the communication be directed to for best results?
- What are their attitudes/perceptions of the decision makers?

- How would you best describe your target audience(s)?
 - Where are they located?
 - What keeps this person awake at night?
 - How do they spend time at work?
 - How do they like to be communicated with and sold to?
 - Describe their role in the company:
 - CEO, CIO, CFO, COO, sales manager, purchasing agent, user and any other important influencers.
- Describe the kind of company they work for:
 - What industry is it in?
 - How big is it?
 - How up-to-date is it?
 - Does it have a lot of competition?
- Describe each person and their particular behavior:
 - What's their title?
 - What's their approximate age?
 - What kind of educational background does he/she have?
 - What are their particular problems and goals?
 - What product or service would be most helpful in solving this person's problems?

Every time you make a decision about your website, social media and marketing strategy, think about your buyer personas. It's a proven way to build a bond with the real customers they represent—boosting sales and brand loyalty.