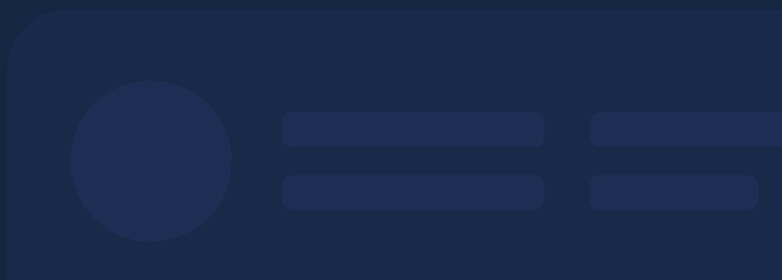
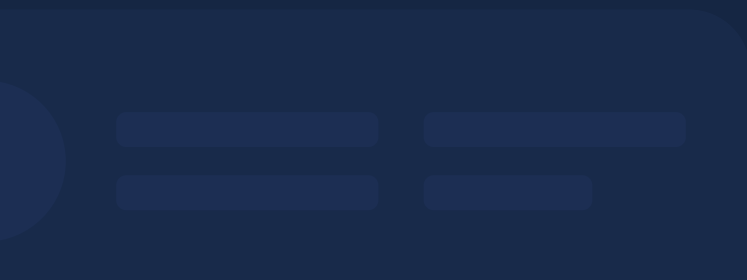
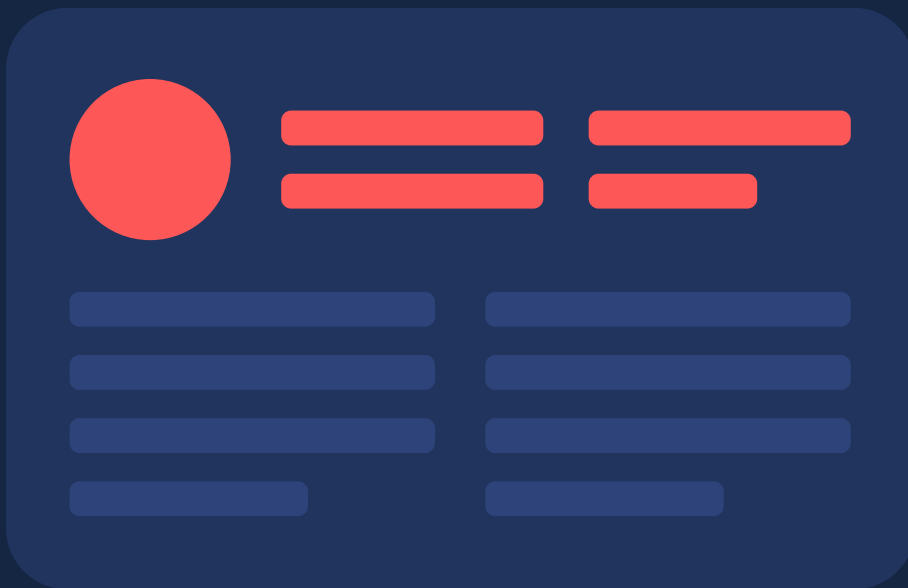


Buyer Personas

How to research, define, and develop buyer personas to create the best experience for your target audience.



The Orogamis Difference

The hum of a smoothly operating machine; no distractions, no interruptions because you made the important input-decisions ahead of time. You check in for progress. The process is satisfying; even enjoyable. The rest of the time you are free to build relationships, develop brand partnerships, create thought-leadership, and curate company culture.

By working with Orogamis, you choose to focus on your North Star.

The Growth Framework from Orogamis accomplishes our mission of delivering high performance through the lens of experience because experience, arguably, is all that we are. Five concentrations brought under one roof: **Product^x, Brand^x, Funnel^x, Pipeline^x, and Customer^x**. Why? Because in an age of connectivity beyond imagination it no longer serves the whole to keep them siloed.

The concept that growth relishes in a balanced ecosystem is nothing new, but the way we, Orogamis, define, produce, measure, and refine it is. And like our own living and breathing experiences one blends into the next; there is no separation.

The Growth Framework at its nature is flexible, having the ability to adjust to industry, market conditions, internal teams, and mission-critical priorities. Whether the framework is spread over your teams or squarely in ours it is all ebb and flow, nothing compartmentalized.

We offer you our thesis: growth through the concept of experience in five concentrations deemed vital to the whole. Pragmatic execution, tended to by agile-approach.

Our promise to you, the Hero in this journey, is you will be met with world-class service, thoughtful partnership, and a house that cheers for your success.

***New company, new industry, new venture?
Start your journey with Orogamis.***



Orogamis Growth Framework

- Go-To-Market
- Market Re-entry
- Product Launch
- Growth Transformation
- B2B Growth Success

Product^x

- Jobs to be Done
- Minimum Viable Product
- User Mapping
- UI/UX Design
- Product Validation
- Product Roadmap
- Product/Brand Refresh

Brand^x

- Market Research
- Brand Specification
- Visual Identity
- Communication Guidelines
- Collateral
- Co-Branding
- Rebrand

Funnel^x

- B2B Lead-Generation
- B2C Lead-Generation
- Ecommerce Website
- Sales-Ready Website
- Channel Mix
- Content Strategy
- Campaign Creation
- Martech

Pipeline^x

- Sales Enablement
- CRM Standup
- Sequencing Creation
- Sales-Tech & Data-Integration
- Partner Success

Customer^x

- Onboarding Experience
- Touchpoint Mapping
- Sequencing Creation
- Customer Success



Everyone has buyer personas (but few use them)

Businesses are run by people. And people want personalization from the brands they engage with. This is just as true in B2B as it is in B2C.

According to Statista, **93% of internet users** receive personalized marketing communications. And 90% find irrelevant brand messages annoying.

So how do you deliver personalized messages to your audience? The first step:

Create buyer personas.

But this isn't new. In fact, you may already have buyer personas sitting somewhere in your company files. That's because you understand the potential it holds for building long-term relationships with your customer base.

Now, the question is:

Are you using them?

We're finding brands are crafting buyer personas but fail to put them to use. And some even have customer profiles that are irrelevant, or worse, inaccurate. So even if they are employing them, they're getting less-than-desirable results.

Let's find out what you can do to improve your buyer personas so you can personalize your content and boost engagement, leads, and revenue.

OROGAMIS

Connect with us today to learn how we can help you develop your customer persona.

[Learn more](#)

Why Are Brands Failing at Buyer Personas (and Personalization)?

The simple answer...it's challenging. A report from Ascend2 shows **63% of respondents** find data-driven personalization difficult to execute. And it seems to be a growing trend:

Gathering data is the easy part — it's turning it into actionable insights and executable campaigns that's tough. Unfortunately, this isn't the only issue businesses are running into.

Other challenges brands face with brand personas include:

- **Creating buyer personas but never using them:** Marketing and sales don't use them to craft content and campaigns (not good).
- **Developing fake or stereotypical personas:** Saleswoman Susie and Telecommunications Tom (aka profiles designed based on stereotypes instead of hard qualitative and quantitative data).
- **Using different personas for marketing and sales:** If marketing and sales aren't aligned with personas, messaging will become inconsistent.
- **Using only quantitative data:** Website analytics, CRMs, and even multiple-choice surveys aren't enough. You also need qualitative data gathered from focus groups, customer interviews, and surveys with open-ended questions. This is critical now that consumers are hesitant to share their personal details.
- **Adopting stale buyer personas:** Buyers are constantly shifting their demands and habits. If your personas aren't iterative, then you'll eventually have outdated (and useless) customer personas.

If you ignore these challenges, it can potentially lead to lost opportunities to:

- **Increase conversions:** If your content doesn't speak to your audience, fewer people will convert.
- **Target the right industries (and people in it):** Your content needs to speak to a specific industry and the decision-makers (or influencers) that drive conversions.
- **Position your brand per role you target:** When you don't know your audience, it's difficult to position your product/service to each person within the company's hierarchy.

Let's take a look at what can happen when you don't know your customers.

How One Mistake Collapsed JCPenny's Sales Within Months

Ron Johnson became the CEO of JCPenny in 2012. He decided it was time to rebrand, so he changed the look and feel of every store. Then he eliminated private-label brands from its shelves, replacing them with designer-inspired products.

THE PROBLEM:

The products were priced too high for its customers.

Johnson's overhaul took JCPenny from a sales model geared towards coupon-clipping and markdowns to an "everyday low prices" model. It appears its customers liked finding deals and attending sales vs. a Walmart-style everyday low pricing.

Sales dropped within a few months because the CEO didn't understand the brand's customers:

"I thought people were just tired of coupons and all this stuff. The reality is all of the couponing we did, there was a certain part of the customers that loved that. They gravitated to stores that competed that way. So our core customer, I think, was much more dependent and enjoyed coupons more than I understood," Johnson stated.

He further explained that he never tested at Apple (the company he worked at prior).

Takeaway: Take time to understand your customers and what makes them buy. Or better yet, create buyer personas based on real-world sources (your customers).

What is a Buyer Persona (vs. a Target Audience)?

A buyer persona is a semi-fictitious example of a brand's ideal customer. This is a specific customer who either influences or makes buying decisions for the solutions you market. It's a tool marketing and sales teams use to persuade buyers to purchase your product over a competitor's.

Now, this isn't to be confused with a target audience:

A target audience is a more general idea of who you're targeting via marketing and sales campaigns. It has a broad definition of a target customer that might want your product (and it doesn't talk about their habits).

A buyer persona has a specific definition, character, and details of their ideal customers, along with their habits and work.

4 Reasons Every Brand Should Use Buyer Personas

As a business, your top priority is to attract and convert your target customers. Here's a look at how buyer personas assist with this:

1. Align your entire funnel

Not just your sales funnel — your business funnel. It looks like this:

- Acquisition (marketing)
- Conversion (sales)
- Retention (customer success)

You need alignment between all three departments to ensure long-term sales and retention. However, this is difficult to achieve when everyone's using different buyer personas (or none at all).

With accurate buyer personas shared across marketing, sales, and support, it ensures your customers have a holistic experience. And speaking of which...

2. Increase engagement with improved UX

User experience (UX) happens everywhere prospects and customers engage with your brand. This includes your blog, website, emails, social media, checkout page, and product.

Accurate buyer personas stem from a deep understanding of your target customers. With this, you can create content and campaigns centered around them. This enhances their experience across the board, which increases engagement.

One study shows buyer personas can **increase navigation UX by 2x-5x**.

3. Build personalized campaigns that convert

The better your personalization, the easier it is to attract, convert, and retain customers. With buyer personas, you can develop campaigns that speak directly to your ideal customers.

Studies show buyer personas can **increase email click-through rates by 14%** and conversions by 10% (yielding 18x the revenue than broadcast emails).

4. Create trust, long-term customers, and loyal brand advocates

People buy from businesses they trust. How do you earn trust from your target customers? By speaking in their language, offering insights into their problems, and offering a solution that matches their needs.

Buyer personas give brands a deep analysis of ideal customers to touch all these key areas. Because if they don't, they'll potentially lose customers.

A report shows **44% of customers** will switch to a brand that offers personalization. So make sure you're the business meeting that demand.

OROGAMIS

Our team will guide your teams through the entire process to prevent common pitfalls that can prolong or disrupt success.

If you'd like to work with Orogamis, then connect with us today!

[Learn more](#)

What is an Example of a Good Buyer Persona?

Answering this question is key to developing buyer personas that help you achieve your company's (and its customers') goals.

Here's an example of what to include in a buyer persona:



Made-up name: **Erika**

Age: **25-35**

Profession/industry: **VP of sales for 5-7 years**

Finances: **\$75K to \$110K**

- How she finds us: **Referrals from people she trusts, organic website visit, clicking on an ad on social media**
- What she wants to know (about you): **Testimonials, case studies, expertise, hands-off approach**
- What she doesn't want: **High-cost, low value**
- Media/channels usage: **LinkedIn, Business Insider, blogs, webinars**
- Brands/tools used: **Hubspot, Salesforce, Zendesk**
- Pain points: **Slow sales-to-lead time, misalignment between sales and customer support**
- Goals: **Speeding up the sales cycle, boosting customer retention rates**
- Common objections: **Pricing and buy-in from C-suite (proving value)**
- How your product/service can help: **Customer data platform that integrates with Zendesk, giving a 360 view to customer support and sales teams. It also speeds up lead-to-sales time using AI matching to direct leads to the right professional. And allows support to track customer journeys and offer better service.**
- Buyer's journey: **Finds a how-to blog post on our site, downloads a checklist promoted on the blog. Then is nurtured via an email campaign, which directs her to a comparison post of the best tools and then offers a case study download. Case study's CTA offers a free trial. She signs up and speaks to a salesperson after tinkering with the tool and converts the same day.**

Best Practices for Creating (and Using) Buyer Personas

Crafting a buyer persona isn't as simple as gathering data from your CRM (though this is a part of the process). Let's look at the best practices for building buyer personas that help reach your business goals.

1. Collective qualitative data

Qualitative data is key to building a holistic view of your ideal customers. Likely, you're already collecting quantitative information, such as website visits, downloads, conversions, and so on.

With qualitative data, you're going a step further with customer interviews and surveys that ask open-ended questions. This empowers you with insights straight from the mouths of your target customer.

2. Combine qualitative data with quantitative data

Now, it's time to take all of the intel you gathered directly from 1st-party (customers) and 2nd-party (CRM, analytics tools, etc.) sources. This gives you the 360-degree view and in-depth insights needed to craft buyer personas that accurately reflect your buyers.

3. Share buyer personas across departments

Having alignment across marketing, sales, and customer service is vital. The one thing that each department has in common is the end-user — your customers. So it's critical to make buyer personas accessible to everyone.

Everyone on the same page ensures your messaging, goals, and customer experience are consistent.

4. Use the buyer personas for all campaigns and initiatives

Whenever marketing and sales embark on a campaign or initiative, your buyer personas should guide them. For example, if marketing creates an email campaign to nurture leads, then it should align with sales initiatives. This way, when leads connect with sales, it feels like one cohesive experience.

5. Keep buyer personas relevant

There's a ton of data you can uncover during qualitative and quantitative research. So it's easy to go too deep and add irrelevant information to your buyer personas.

Each persona should be succinct and only include the information directly needed by your marketing, sales, and customer support teams. To determine what's relevant, ask how your teams will use each piece of data.

If there's no purpose for it, then remove it.

6. Focus on your best customers

Another way buyer personas can go off track is by including information about not-so-ideal customers. The idea with personas is to target your best customers.

These are the customers you currently have that are high-value. What makes them valuable? Maybe they're long-term clients, act as brand advocates and bring in referrals, and/or spend the most money with your brand.

Model your buyer personas after these customers by including them in your qualitative and quantitative research. Review their analytics data and invite them to take your surveys and join interviews.

7. Extend beyond buyers with location, partner, and account personas

Buyer personas are one way to grow your business. Another way is to focus on locations, accounts, and partners.

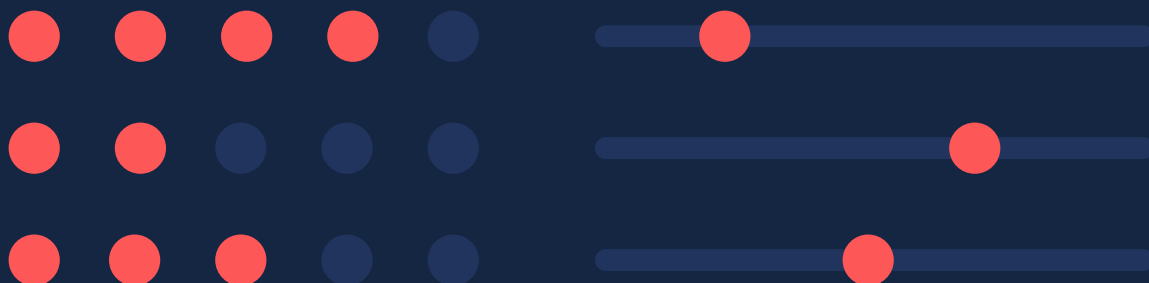
Let's say your company wants to expand to different regions. If so, what locations would deem best for your business? Creating a persona for locations will ensure you're targeting areas with a high probability of success.

Account personas are also helpful in targeting companies that need your product or service. You can develop personas based on your current accounts and perform research to identify potential untapped markets to pursue.

Now, if you're planning to start or expand your operations, you may want a partner to join your venture. But who should you consider? Creating a partner profile identifies companies and individuals that would make great partners for achieving various goals.

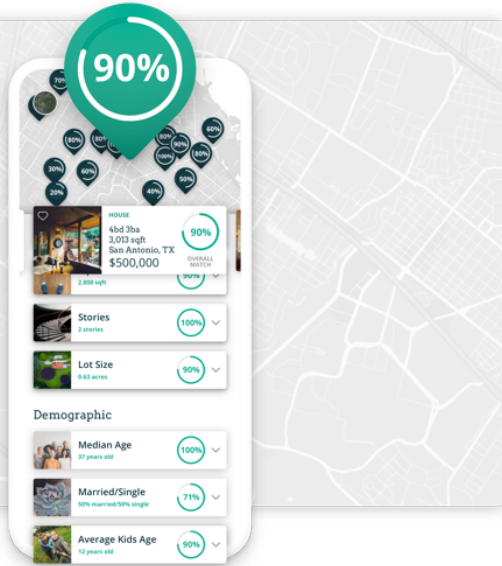
These three personas are widely overlooked by businesses and can give you a competitive edge. At Orogamis, we specialize in developing relevant personas for potential buyers, partners, accounts, and locations.

Next, let's take a look at how we helped brands generate success with personalization.



Real-World Case Studies Showing the Power of Buyer Personas

Buyer personas are a big part of developing winning campaigns for our clients:



LandOnEarth

LandOnEarth is an app geared towards homebuyers. Its goal was to enhance the real estate search by matching people with homes. So understanding its users was critical to making the application successful.

Orogamis developed a persona-centric design that adapts to the changing priorities of users in real-time.

READYCYCLE

ReadyCycle is an agricultural company that sells sustainable packaging. We dove in and learned their audiences — Ag executives and concerned consumers — and developed website copy that catered to them.

Orogamis conducted a market analysis and created a UX strategy to yield positive results. This includes creating a sales-enabled web design, interest-generating content, and trust-building community and branding efforts.



Build Buyer Personas that Enable Engagement, Sales, and Revenue

After all, these are the ultimate goals for your business. But to get here, you need to understand your buyers so you can deliver value from hello to good buy.

But don't ignore the value location, account, and partner personas can bring. If you're looking to expand your operations, then you need to target the right businesses and places.

Orogamis specializes in qualitative and quantitative market research and persona development. So if you're ready — we'd like to talk to you. Book a call with us today.

LEARN MORE OR
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