



Problem Station



41% of B2B marketers lack well-defined criteria for what makes a sales-qualified lead.

Nearly half of B2B marketers lack defined criteria as to what makes a sales-qualified lead.

Without a buyer persona, you are targeting leads with general content. And this is not a successful long-term sales strategy.

Only 29% of B2B marketers have managed to obtain a positive ROI and only 27% of B2B companies have managed to deliver quality leads.

Solution Station



Nowhere



Ads that are behaviorally targeted are TWICE as effective.

71% of companies using buyer personas exceed revenue goal.

36% of companies have created shorter sales cycles using personas.

Leads that are nurtured with targeted content, especially job-related information can bring a 20% increase in sales.

When sending out relevant, targeted emails, based on a clear buyer persona you can obtain 18 more times the revenue than when using standard, general messages.



63% of marketers are saying that their top challenge is generating traffic and leads.

80% of 2017 top B2B performers agree that they are focused on building audiences.



DO'S

- ✔ Establish your most valuable metric to measure the success of your buyer persona. This could be conversion rate, ROI, website traffic, cost per lead or volume lead.
- ✔ Company size matters when looking to build customer profiles. Consider structuring the information on company-size groups, as goals & challenges depend on this detail.
- ✔ Test and optimize your buyer personas based on the manner in which you have used them. (test emails, blog posts and other targeted documents and measure engagement.)
- ✔ Always improve your customer profiles. Challenges and goals may change and so should your sales approach.
- ✔ Use buyer personas to better introduce yourself to potential leads. Content segmentation is crucial in obtaining brand awareness.

DON'TS

- ✘ Although based on actual information, buyer personas need to guide you through the sales approach process. Don't put them in charge. Use your intuition.
- ✘ Don't expedite the research process. It may seem like a daunting task, but it will help you in creating solid buyer personas.
- ✘ Don't underestimate the testing and optimization process. Consider your buyer persona a work-in-progress. Constantly improve your customer profiles.
- ✘ Don't keep buyer personas all to yourself. Even if the marketing department may be leading this project, it is very important to grant all departments access to it. This is how you can achieve company success.
- ✘ Don't forget about the customer journey. Looking at challenges may seem sufficient, but you need to consider the stage in which a customer finds himself to provide him with relevant content.