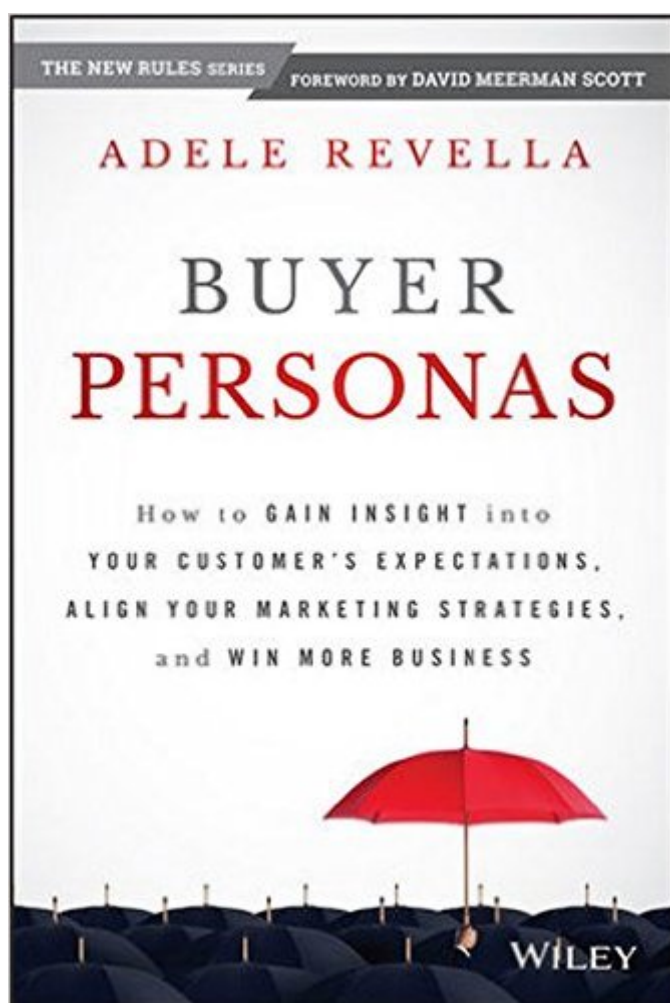


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# Buyer Personas: How To Gain Insight Into Your Customer's Expectations, Align Your Marketing Strategies, And Win More Business



## Synopsis

Named one of Fortune Magazine's 5 Best Business Books in 2015 See your offering through the buyer's eyes for more effective marketing Buyer Personas is the marketer's actionable guide to learning what your buyer wants and how they make decisions. Written by the world's leading authority on buyer personas, this book provides comprehensive coverage of a compelling new way to conduct buyer studies, plus practical advice on adopting the buyer persona approach to measurably improve marketing outcomes. Readers will learn how to segment their customer base, investigate each customer type, and apply a radically more relevant process of message selection, content creation, and distribution through the channels that earn the buyers' trust. Rather than relying on generic data or guesswork to determine what the buyer wants, the buyer persona approach allows companies to ask the buyer directly and obtain more precise and actionable guidance. Buyer personas are composite pictures of the people who buy solutions, services or products, crafted through a unique type of interview with the people the marketer wants to influence. This book provides step-by-step guidance toward implementing the buyer persona approach, with the advice of an internationally-respected expert. Learn who buys what, and why Understand your buyer's goals and how you can address them Tailor your marketing activities to your buyer's expectations See the purchase through the customer's eyes A recent services industry survey reports that 52 percent of their marketers have buyer personas, and another 28 percent expect to add them within the next two years – but only 14.6 percent know how to use them. To avoid letting such a valuable tool go to waste, access the expert perspective in Buyer Personas, and craft a more relevant marketing strategy.

## Book Information

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## Customer Reviews

I recently read Mark Roberge's "The Sales Acceleration Formula," which describes how he built a Sales function from scratch that aligned sales hiring, training, coaching and the work of the Marketing and Sales departments because there were no real political constraints in making everything work together. He had a great chapter where he laid out a Buyer Persona / Buyer Journey matrix, which provided a new way of looking at prospects and customers and how they made buying decisions. Because I'm getting scary-good at suggesting related books to what you've either read or even just searched, I was quickly attracted to read more about buyer personas when seeing Adele Revella's "Buyer Personas" recommendation. First of all the book itself is great and well-organized. In linking to her blog from the product page, it's easy to see that Revella's mission is getting readers to see the importance of engaging buyers to learn about their true buying motivations. She is clearly concerned that what many organizations are doing badly in the name of creating and using buyer personas and they need to get back on track. As she mentions in the book and on her blog, she'd rather fight this battle in-person in workshops and seminars but this book has the chance to broaden her audience. What I found especially interesting alongside "The Sales Acceleration Formula" is that Revella seems to be attempting to do the same thing Roberge did in his book. Where Roberge is trying to win greater awareness and respect for what Sales can do in a changing buying, media and technology environment, Revella is lobbying for Marketing to recognize how much B2C and especially B2B customers are doing before they ever come in contact with a company.

When I first started out in B2B technology marketing, I had the good fortune to take a Pragmatic Marketing class with Adele. During the class I distinctly remember her teaching and coaching style, very supportive, fact-driven and detailed. It was obvious that she had been in the marketing trenches, rolling up her sleeves and doing the detailed work. But I admit to being a bit intimidated by the whole process given how new I was to marketing. Fast-forward 6 years later and Buyer Personas are a hot topic to many marketers, content marketers in particular. And there are discussions, templates and tools all over the internet on how to create personas but they seem of mixed value to me. I find out that Adele has struck out on her own and is publishing her first Buyer Persona book so it's time to get it on ! Having just finished the book (I will re-read the key chapters), I

found it structured and presented in the same practical fashion that she used as an instructor. Plenty of details, supportive coaching, insights and more. In the end, building a buyer persona is qualitative market research and not everyone has that skill in their toolset. Adele's book provides the busy marketer, guidance and the guard rails to keep your Buyer Persona project on track with enough details but also the flexibility to fit your resource scenario. The book also provides examples of how to document your interview results and how to prioritize and synthesize them for execution in your marketing plan. She also covers the political aspects of getting sales support and buy-in to your Buyer Persona project. Overall a very detailed and thorough book on Buyer Personas that you should leverage if you're serious about taking that first big step.

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