

Know your audience by using a thumbnail description of your ideal consumers

What is a "Persona"?

A persona is a semi-fictional representation of your ideal customer. They are based on market research and real data extracted from your existing customers

When creating your buyer persona(s), consider including customer demographics, behaviour patterns, motivations, and goals. The more detailed you are, the better

What are the benefits of developing a Persona?

Buyer personas provide tremendous structure and insight for your company. A detailed buyer persona will help you determine where to focus your time, guide product development, and allow for alignment across the organisation

As a result, you will be able to attract the most valuable visitors, leads, and customers to your business

What are the limitations of developing Personas?

In some cases it is just a summary of someones demographics - doesn't go into depth

You need more solid research when looking at your customer base - for example - their trigger points, how they behave when they are searching and their intent when searching


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<http://www.DigitalMarketingU.com>

Use Google Keyword Planner

Keyword Planner is a free AdWords tool for new or experienced advertisers that's like a workshop for building new Search Network campaigns or expanding existing ones

You can search for keyword and ad group ideas, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together

What are the two main benefits of using Google Keyword Planner?

You can research Keywords - You can search for keyword and ad groups ideas based on terms that are relevant to your product or service, your landing page or different product categories

Get historical statistics and traffic forecasts - Use statistics to help you decide which keywords to use for a new or existing campaign. Get forecasts to get an idea of how a list of keywords might perform for a given bid and budget

Click on these website links that can help you create Personas for your company



[HubSpot - How to Create Detailed Buyer Personas for Your Business](#)



[Content Marketing Institute - Hacking Your Buyer Personas: 3 Questions You Need to Ask](#)



[How To Build Buyer Personas For Better Marketing](#)

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1. What is a "Persona"?

1.1. A persona is a semi-fictional representation of your ideal customer. They are based on market research and real data extracted from your existing customers

1.2. When creating your buyer persona(s), consider including customer demographics, behaviour patterns, motivations, and goals. The more detailed you are, the better

2. What are the benefits of developing a Persona?

2.1. Buyer personas provide tremendous structure and insight for your company. A detailed buyer persona will help you determine where to focus your time, guide product development, and allow for alignment across the organisation

2.2. As a result, you will be able to attract the most valuable visitors, leads, and customers to your business

3. What are the limitations of developing Personas?

3.1. In some cases it is just a summary of someones demographics - doesn't go into depth

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4. Use Google Keyword Planner

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4.3. What are the two main benefits of using Google Keyword Planner?

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5. Click on these website links that can help you create Personas for your company

5.1. HubSpot - How to Create Detailed Buyer Personas for Your Business

Link: <https://blog.hubspot.com/marketing/buyer-persona-research>

5.2. Content Marketing Institute - Hacking Your Buyer Personas: 3 Questions You Need to Ask

Link: <http://contentmarketinginstitute.com/2017/07/hacking-buyer-personas/>

5.3. How To Build Buyer Personas For Better Marketing

Link: <https://www.shopify.in/blog/15275657-how-to-build-buyer-personas-for-better-marketing>

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