



Applying Buyer Persona Insights

Many B2B marketers have built buyer personas, but do you know how to apply the buyer persona insights to everyday marketing strategy and execution? Many marketers struggle with two things: using persona insights to inform their marketing tactics, and using marketing tactics to refine their buyer personas.

Here's an easy-to-follow checklist to ensure that you're leveraging each attribute found via your buyer personas in your daily marketing activities.

Attribute	What It Is	Marketing Use
Buyer Profile	Title, industry and firmographics	<ul style="list-style-type: none"> → Demand generation strategy
Buyer Role	Role that the buyer plays within the agreement network	<ul style="list-style-type: none"> → Apply lead scoring to buyer roles → Sales enablement (stakeholder benefits)
Pain Points	Problems a buyer wants to avoid or resolve by purchasing a product or service	<ul style="list-style-type: none"> → Ideas for content topics → Ideas for blogging topics → Website value proposition and solutions → Social monitoring (phrases) → Sales enablement talking points
Motivators	Goals a buyer wants to achieve by purchasing a product or service	<ul style="list-style-type: none"> → Ideas for content topics → Ideas for blogging topics → Website value proposition and solutions → Social monitoring (phrases) → Sales enablement talking points
Success Outcomes	Tangible and/or intangible rewards the buyer persona believes they will achieve by purchasing this solution	<ul style="list-style-type: none"> → Website copy → SEO/PPC keyword targeting → Case study talking points → Testimonial talking points → Sales enablement messaging → PR talking points
Purchase Trigger	Business circumstances and timing that drive the buyer to initiate the purchase process	<ul style="list-style-type: none"> → Phases to monitor to identify leads
Decision Criteria	Top three aspects of a product or service that the buyer uses to evaluate solutions	<ul style="list-style-type: none"> → Points to include in case studies → Testimonial talking points → Analyst briefing talking points → Sales enablement talking points
Buyer Journey	The steps a buyer takes to learn about, evaluate and select a product or service, and the key information sources and/or influencers at each stage of the Cyclonic Buyer Journey™	<ul style="list-style-type: none"> → Structuring demand generation strategy → Designing lead generation campaigns → Designing email nurture tracks → Structuring lead scoring model → Content syndication → Ad targeting → Event strategy



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Square 2 is a full-service revenue growth agency designed to produce results for clients. We help businesses understand the changing buyer journey and how revenue is directly related to marketing, sales and customer service execution. More specifically, we use our proprietary Cyclonic Buyer Journey™ model to help clients map their prospects' buyer journeys to the right sales, marketing and customer service tactics.

In addition, our Accelerated Engagement offering provides clients a dedicated team of cross-functional people who work with only one client at any time. This allows us to deliver six months of work in just 30 days and a month's worth of work in just one week.

For more information on Square 2, visit www.square2marketing.com.