

Customer Profiling

Janette Toral

DigitalFilipino.com



Twitter:

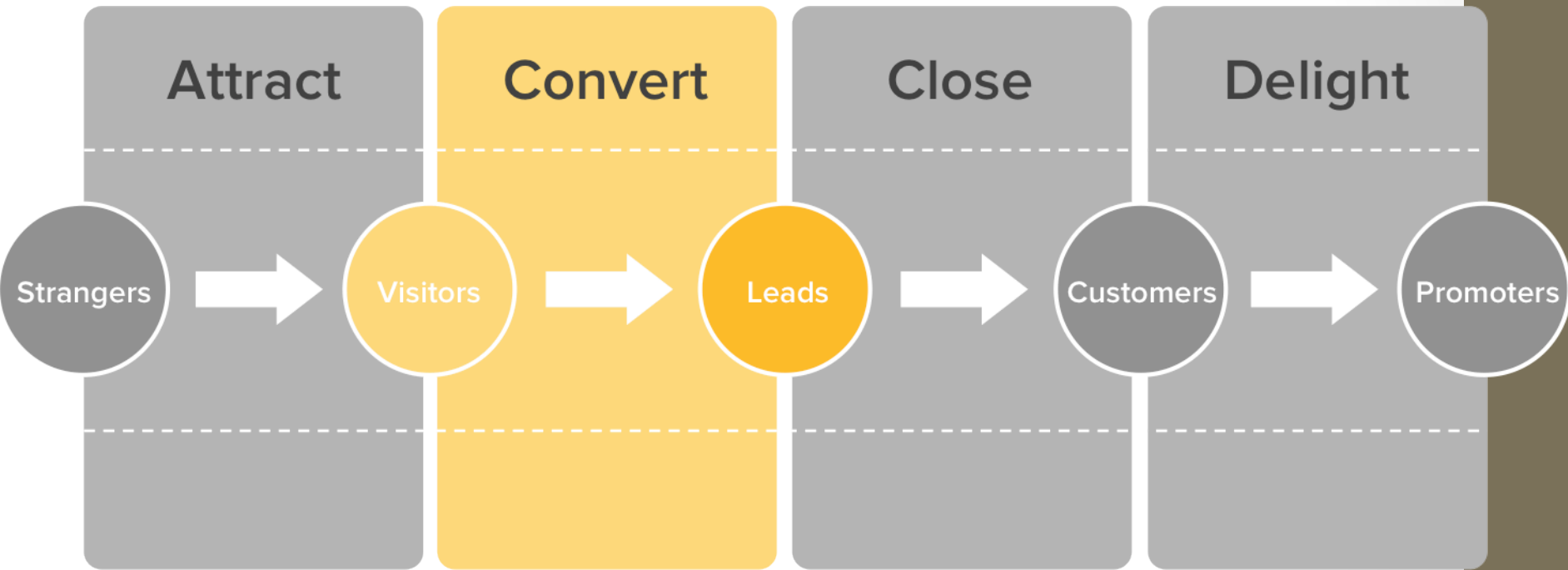
@digitalfilipino

0917-4490011

Facebook: /janettectoral

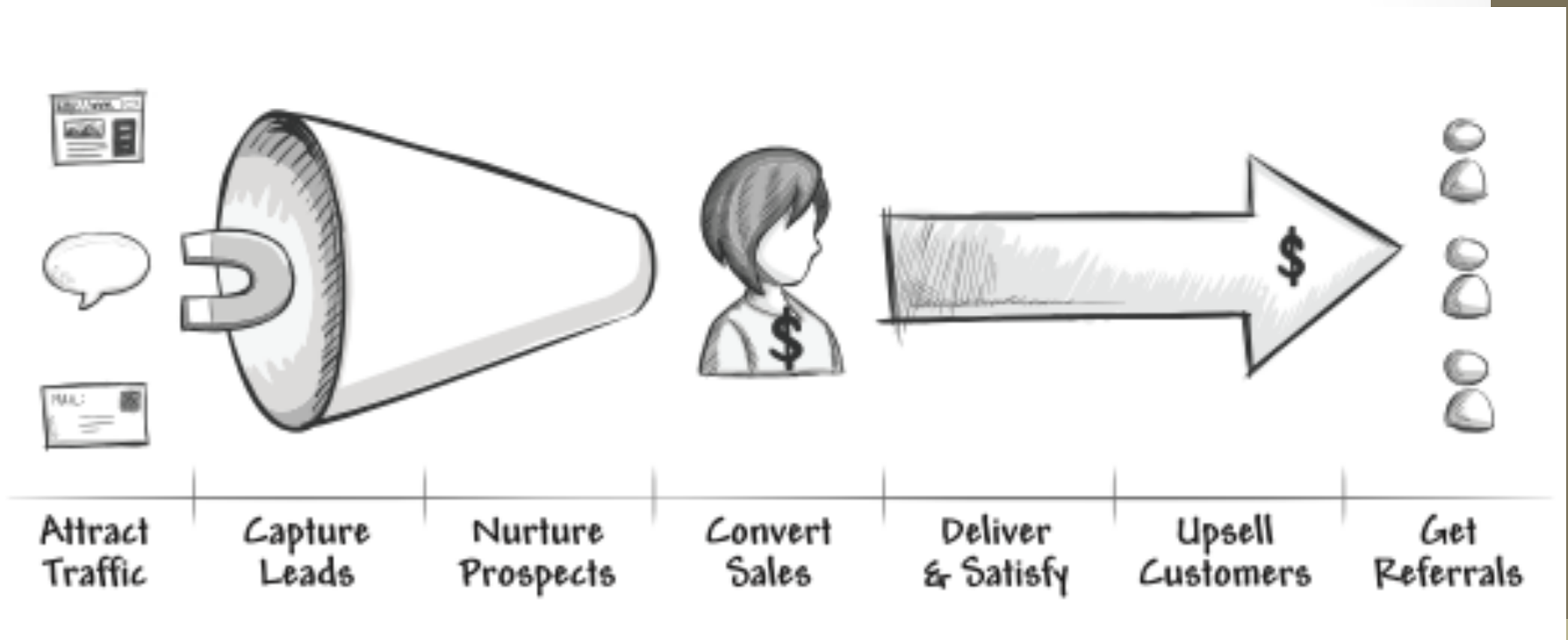
Growing your Business

- Get organized, integrated, automated.
- Attract new customers
- Grow revenues
- Shorten sales cycle
- Increase profitability
- Increase repeat business
- Look bigger & more professional
- Enter new markets



<http://blog.hubspot.com/marketing/beginner-inbound-lead-generation-guide-ht>

Lifecycle Marketing



Lifecycle Marketing



Attract



Sell



Wow



A Marketer's Template for Creating Buyer Personas

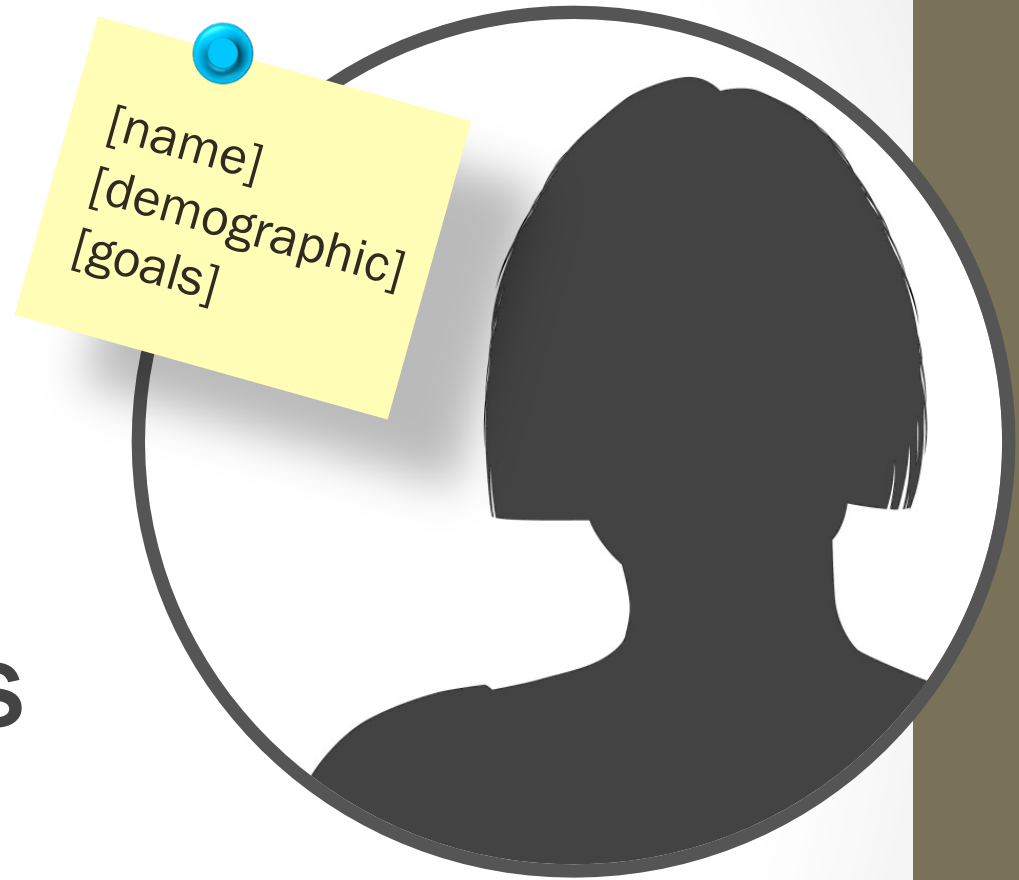


Table of Contents

- **1** A Brief Introduction to Buyer Personas
- **2** How to Present Your Buyer Persona
- **3** An Example of a Complete Buyer Persona

1

A Brief
Introduction
to Buyer
Personas

What Are Buyer Personas?



Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

How Are Buyer Personas Created?



Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers – both “good” and “bad” – prospects, and those outside of your contact database who might align with your target audience. You’ll collect data that is both qualitative and quantitative to paint a picture of who your ideal customer is, what they value, and how your solution fits into their daily lives.

How Do You Socialize A Buyer Persona?



So you've done the research and conducted all the interviews ... you've finally figured out who your buyer persona is. Congratulations! But how do you communicate that new understanding of your target customer with your entire organization? After all, if your sales and marketing teams don't understand who they're speaking to, it's hard to craft a message that really resonates.

Use This Template!

That's why we've created this handy-dandy PowerPoint – so you can quickly explain your buyer persona and disseminate that information across the organization in a palatable, organized format. This template will walk you through how to input and format the information you've collected about your persona in a way that's extremely easy for your entire company to understand. And since your research is already done, this is the easy part!

Persona Name

BACKGROUND:

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

DEMOGRAPHICS:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

IDENTIFIERS:

- Buzz words
- Mannerisms



Persona Name

GOALS:

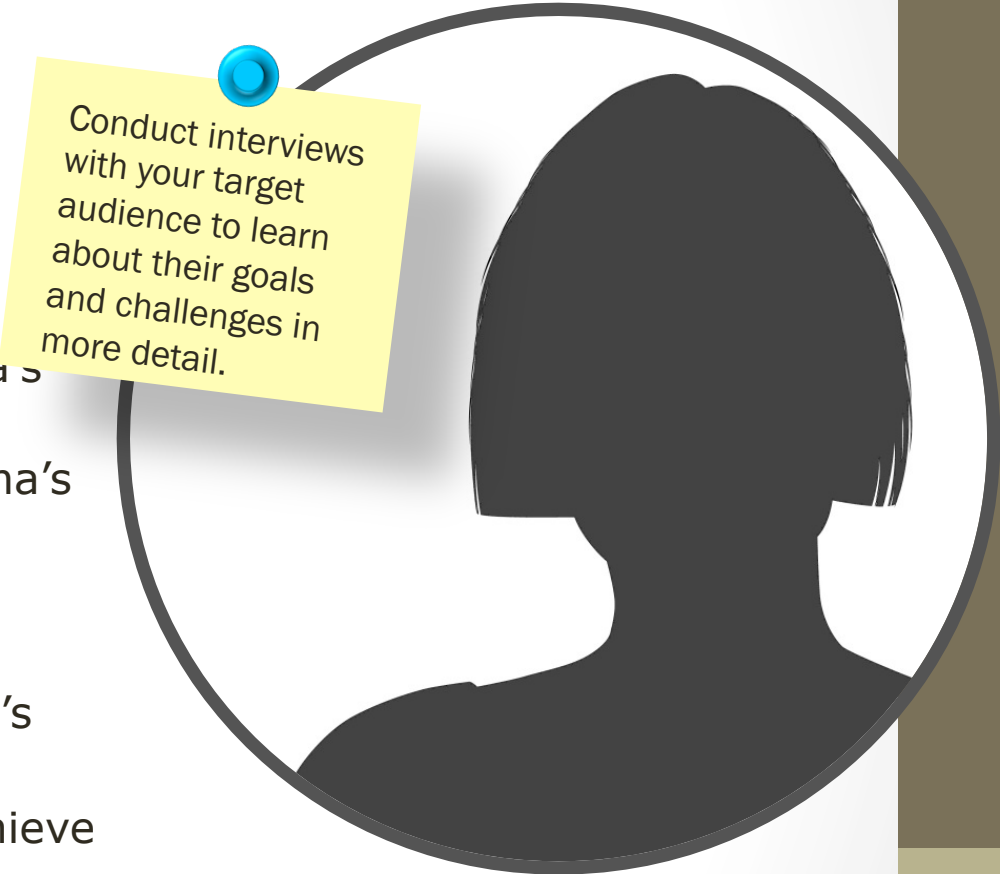
- Persona's primary goal
- Persona's secondary goal

CHALLENGES:

- Primary challenge to persona's success
- Secondary challenge to persona's success

HOW WE HELP:

- How you solve your persona's challenges
- How you help your persona achieve goals



Conduct interviews with your target audience to learn about their goals and challenges in more detail.

<http://offers.hubspot.com/free-template-creating-buyer-personas>

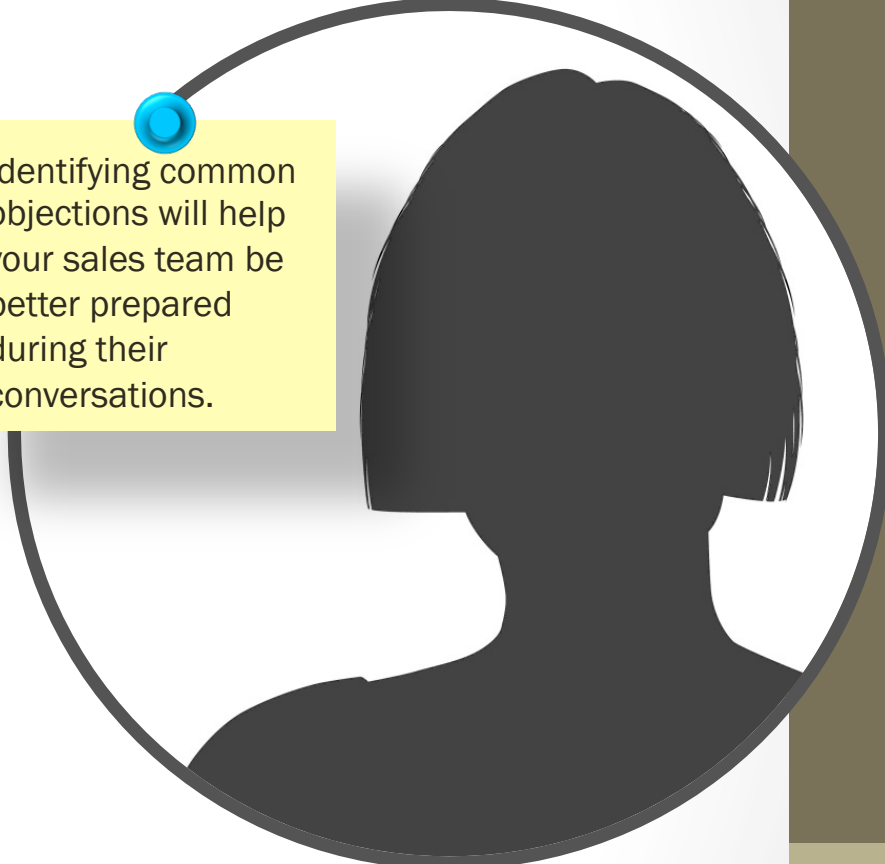
Persona Name

REAL QUOTES:

- Include a few real quotes – taken during your interviews – that represent your persona well. This will make it easier for employees to relate to and understand your persona.

COMMON OBJECTIONS:

- Identify the most common objections your persona will raise during the sales process.



Identifying common objections will help your sales team be better prepared during their conversations.

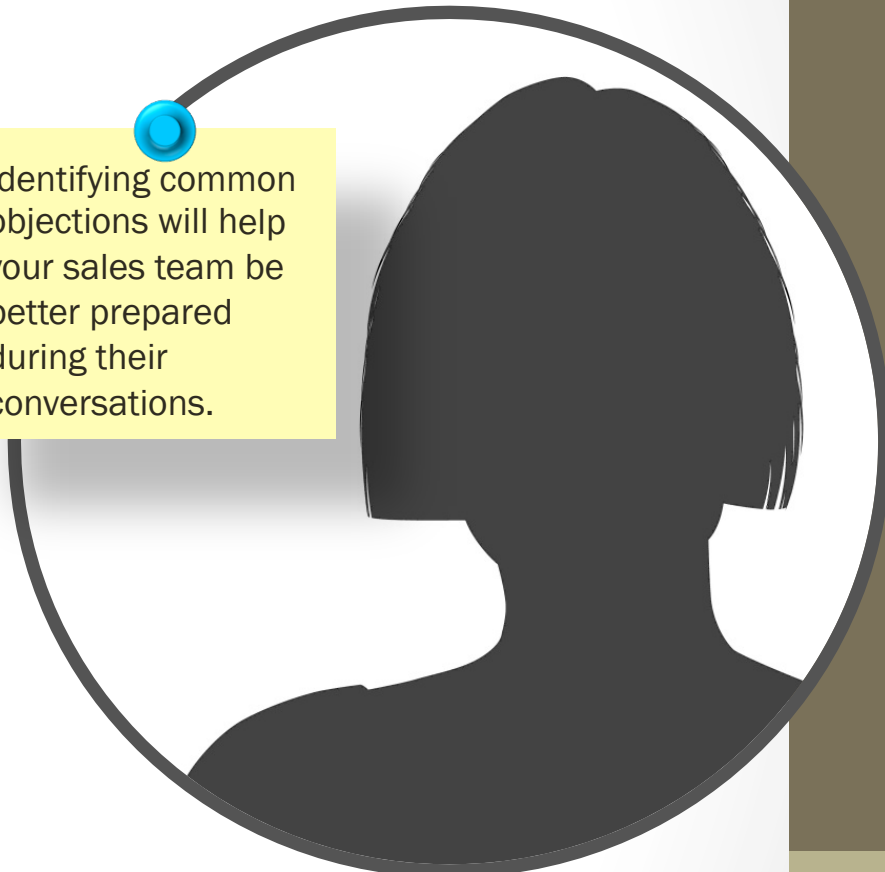
Persona Name

MARKETING MESSAGING:








- Key messages that will resonate with what your target customer wants.

ELEVATOR PITCH:

- Your quick description of service or product to customer



Identifying common objections will help your sales team be better prepared during their conversations.

<p>Key Partners </p> <p>Online lead generators (bloggers / freelancers)</p> <p>BPO / Companies in the area.</p> <p>Media (feature)</p> <p>Videographers / Podcaster / Photographer</p>	<p>Key Activities </p> <p>Site ocular</p> <p>Online promotion</p> <p>Customer relationship</p>	<p>Value Proposition </p> <p>Property affordable for people with monthly income of P12,000.</p> <p>Strong telco signal in areas.</p> <p>Agent resides in area.</p> <p>Train / give freelancing opportunity</p>	<p>Customer Relationships </p> <p>Self-service</p> <p>Chat support.</p>	<p>Customer Segments </p> <p>Workers residing in Calamba Laguna either renting or living with relatives.</p> <p>Single parent who want to live in a remote area and work from home</p>
<p>Cost Structure </p> <p>Telecommunication cost.</p> <p>Advertising budget</p> <p>Online Maintenance</p> <p>Transportation</p> <p>Partner budget</p>		<p>Revenue Streams </p> <p>Property purchase</p> <p>Rental</p> <p>Bigger or 2nd unit or different unit</p> <p>Referral or other needs</p>		

2

How to
Present Your
Buyer
Persona

Valle Alegre Co. Buyer Persona Overview

Insert your company name, as well as the month and year in the gray text on this slide.

Month, Year

Independent Nancy

BACKGROUND:

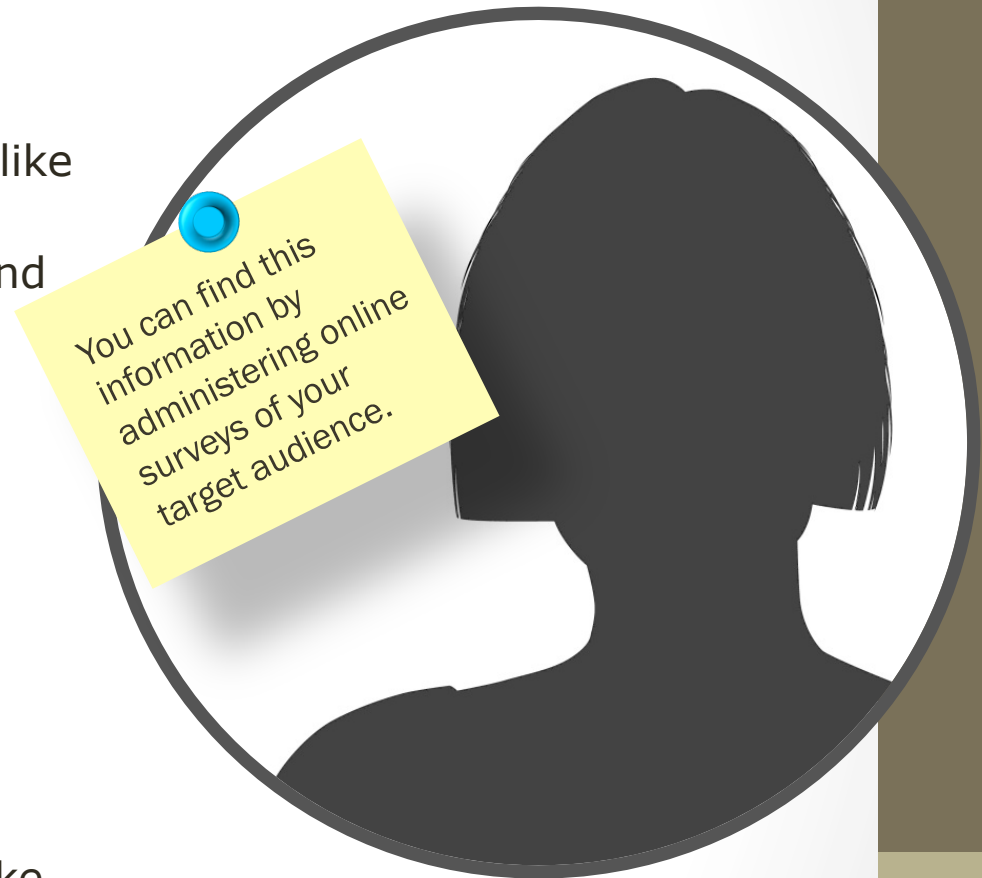
- Single parent with one child
- Working at the moment but would like to work from home.
- College level. Into various work and sideline.

DEMOGRAPHICS:

- Female
- 21-28
- P15,000 per month
 - Suburban

IDENTIFIERS:

- I want to work from home and take care of my child.
 - Work-home-work-home



Independent Nancy

GOALS:

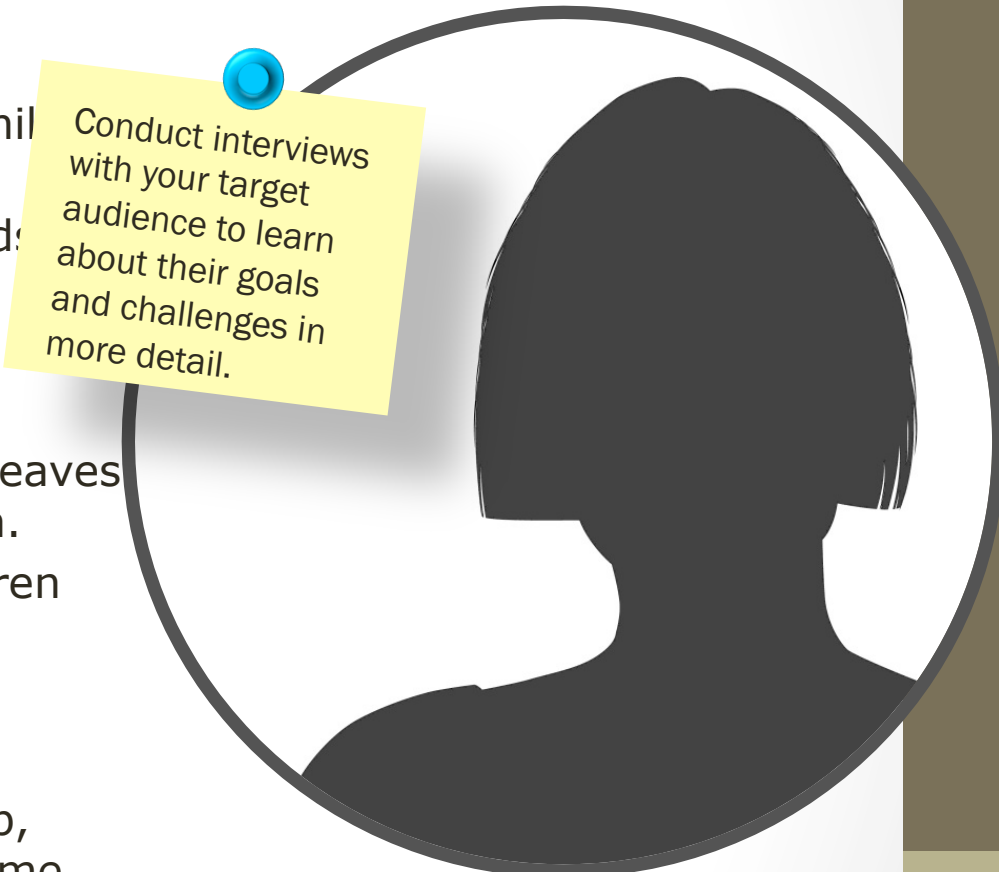
- Be a successful consultant while working from home.
- Take care of family and be hands-on 100%.

CHALLENGES:

- Current work and time needed leaves little opportunity for growth.
- Quality of care given to children becoming a concern.

HOW WE HELP:

- Provide training, mentorship, opportunities to work from home.
- Offer affordable housing options that their projects can pay for and help meet their personal needs.



Conduct interviews with your target audience to learn about their goals and challenges in more detail.

<http://offers.hubspot.com/free-template-creating-buyer-personas>

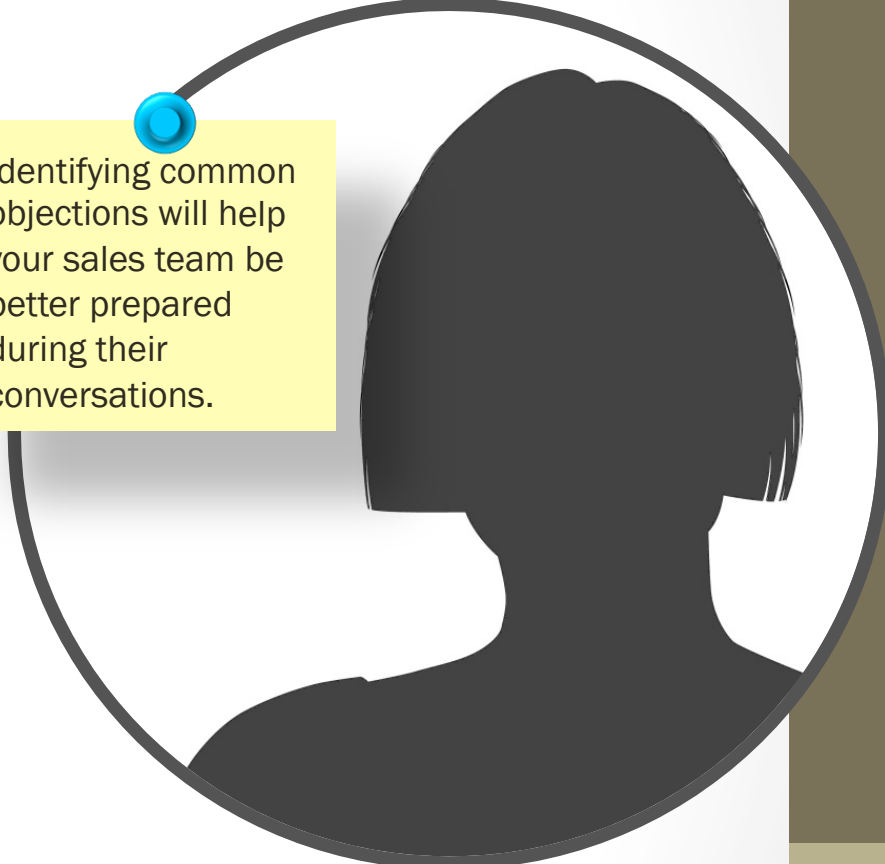
Persona Name

REAL QUOTES:

- Gusto ko magkaroon sariling bahay kasama ang anak ko. Maganda rin sana kung sa bahay na lang ako mag-work.

COMMON OBJECTIONS:

- Baka hindi ko siya ma-sustain. Baka hindi reliable ang telecoms diyan.



Identifying common objections will help your sales team be better prepared during their conversations.

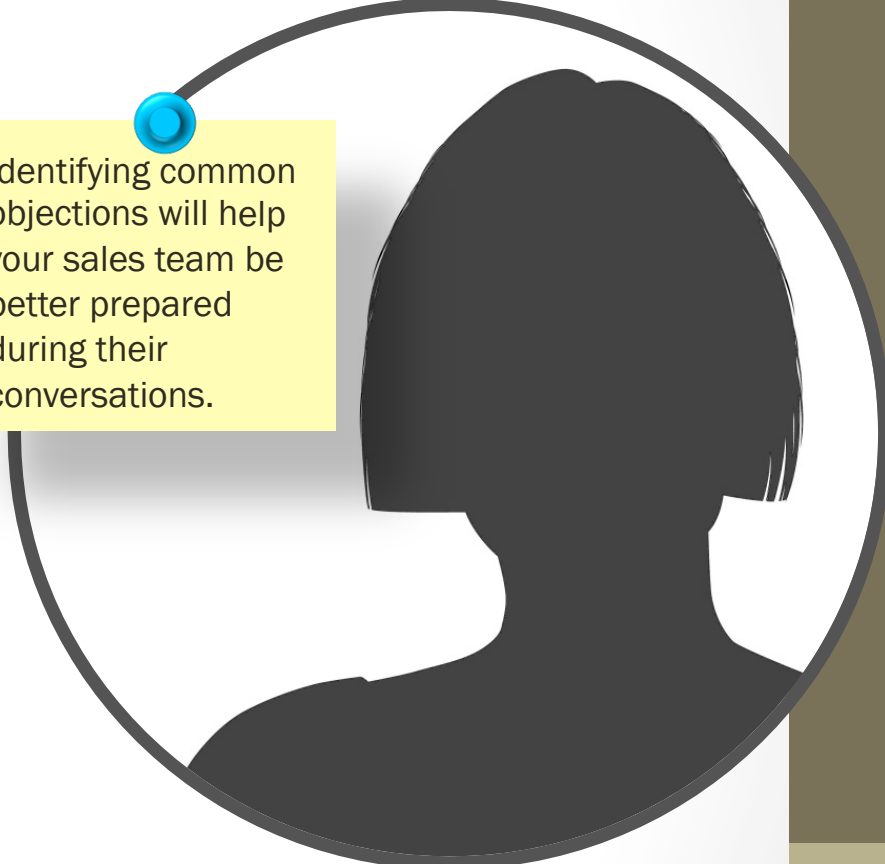
Persona Name

Marketing Messaging:

- Own a house for only P3,000 per month. Ideal place for single parents wanting to start all over again.
- Own a house for only P3,000 per month. Has H+ phone signal. Great for work from home moms.

Elevator Pitch:

- START ALL OVER AGAIN. Work from home at a place you can call your own for only P3,000 per month



Identifying common objections will help your sales team be better prepared during their conversations.

Business Model - The Empathy Map

Designed for: **Digital Marketing for** Designed by: **Janette Toral**

Real Estate Industry

Date:

Program

Iteration:

#4 understand your audience

Customer Perspective:

INDEPENDENT NANCY

What really counts: Becoming successful and raise child(ren).

Major preoccupation: Income and child's present and future.

Worries: Problems in child care, career, family, friends.

Aspiration: Successful in business, child care, peaceful life.

Friends say: "Mag-work hard ka para ma-promote ka."

Environment: Too much expenses and pressures to cope with. Hindi kayang sumabay. No one cares for child well.

Boss say: "Bawal mag absent."

Friends: No stable job. Magastos. Mautang. Problema.

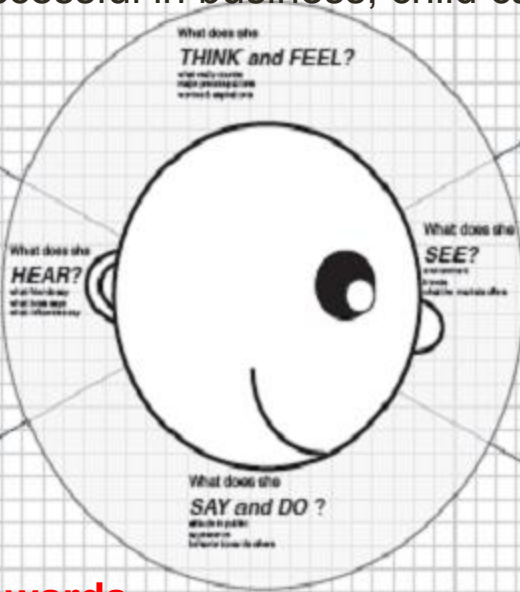
Influencers say: "Hindi maalagaan ang anak mo."

Market offers: Working in odd hours. Low pay for starters. One absent – fired agad.

Behavior towards others:
"Overtime. Convert para sa benefits."

Appearance:
Fashionable.
Presentable.

Attitude in public:
Frugal. Time conscious.
Doesn't discuss problems.



Fears: Lose job.
Child gets sick.

PAIN
fears, frustrations, obstacles
Obstacle:
Time management.

Frustration:
Making ends meet

Wants / Needs:
Income (at home)
Take care of child well

GAIN
yearns/needs, measures of success, obstacles
Obstacle: Time management

Measure success:
of clients. Income
Happy child.