

Buyer Personas

The Path to Powerful Content Creation

A well-researched buyer persona gives you insight into your customers' specific needs, behaviors, and concerns—and offers clear guidance about how you can address those needs with relevant, timely marketing and PR campaigns.

Buyer personas are an essential component of any inbound marketing campaign. Building an actionable buyer persona is a detailed process involving...



Research



Analytics



Surveys

Research shows that successful campaigns include strong, valuable personalized content for specific, targeted groups



5x

Successfully incorporating marketing or buyer personas into your website content and design can increase its effectiveness 5 fold.

—HubSpot



48%

Buyers are 48% more likely to consider solution providers that personalize their marketing content to address their specific business issues or challenges.

—ITSMA



18x

[Personalized emails] drive 18 times more revenue than broadcast emails.

—HubSpot



90%

3-4 personas usually account for over 90% of a company's sales.

—Business Grow

Crafting Educational Content Based on Buyer Personas is a Powerful Content Marketing Strategy



200 million people worldwide had installed ad-blocking software

While it's great news for consumers, it's terrible news for marketers who rely heavily on paid advertising to spread their brands message.

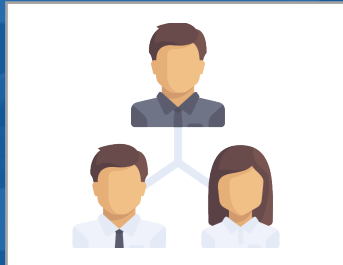
Content marketers experience 7.8 times more site traffic

Companies crafting compelling, valuable content that gets to the heart of their readers experience drastically more site growth than their competitors.



Content marketing costs 62% less than outbound marketing and generates more than three times as many leads

Because content marketing is an effective, low barrier to entry strategy, and popular with consumers, it can drastically reduce advertising dollars spent while dramatically increasing ROI.



Content marketing adopters drive conversion rates that are nearly 6 times those of non-adopters.

While content marketing requires an investment of time, money, and skill, it drives much higher conversion rates than its traditional marketing counterparts.



Creating unique, consistent, and truly useful content is the No. 1 way to connect with your audience on an effective and non-intrusive way.



Did you know: 73% of organizations hire an external partner to manage their content marketing strategy?

Feeling stretched for time or just need help developing your buyer personas?

Work with PR with Panache! to discover exactly who you should be targeting online and how you can attract more of them! PRP develops detailed personas that reveal your ideal buyers, inform your content marketing strategy, and ultimately build sales. The end results are a deeper understanding of the habits of the people who are most likely to buy your product or service, and a content strategy that is sure to drive better traffic.



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