



From known to nurture and beyond.

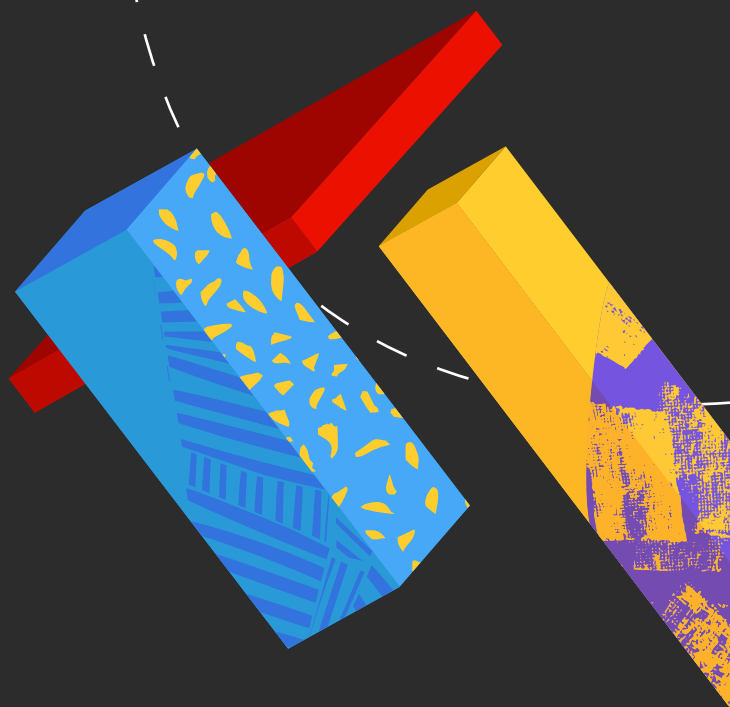
A simple guide to audience-centric marketing.



The power of knowing your customer and how it can drive results.

Lead nurturing and marketing automation ultimately help you **increase engagement and generate sales** by marketing better. And in this Lead Gen Basics guide, we'll be examining the basics behind building and using personas.

We'll look at how to **form a deeper understanding of your prospects** and customers – which in turn will allow you to plan your messaging, social media activity, email campaigns and sales engagement.



This guide gives you simple, practical templates and a process so you can:

1. Leverage data and insights to identify your prospect.
2. Use the persona insights and information to structure your messaging to engage, convert and nurture.
3. Share persona information and insights with sales so they can engage prospects when they are ready to have a conversation.

Building your key personas.

Personas are the core of prospect engagement, content and, ultimately, revenue. Here, we'll look at the first step in the process – building the personas themselves.

Key to this is the gathering of information about your intended audience. And with the internet at your disposal, you've got a seemingly endless supply of resources to begin with. In fact, you might not know where to begin.

The answer is – **with trusted resources.** **Digital tools can let you establish where your key personas go for information,** the news sites they read, topics of interest, what they search for and more, depending on what you're most interested in finding out.



But there's another, very valuable way of building personas – and that's by talking to people. More specifically, by interviewing customers and prospects.

This can include interviews with won, lost or lapsed customers to help you understand what might trigger them on their search for a new vendor or solution. You can discover information such as job titles, which will inform your targeting and media strategy. You could ask about the resources that they use for information, how they view success, what gets in the way of success, how they make decisions and the journey they go on as buyers.

Considerations when building your key personas.

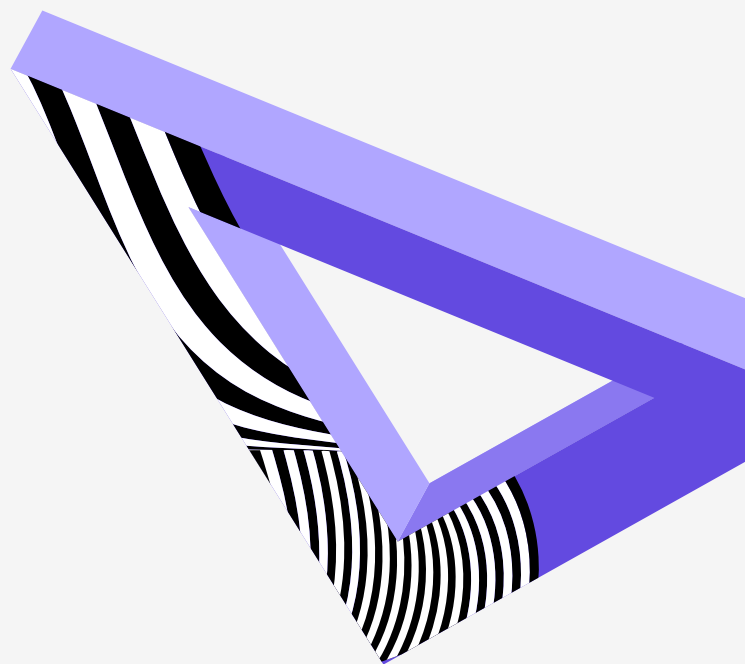
Start by summarising what you know about your audience. What is their age, their socio-economic background, job title, etc.

Then you can more deeply explore what makes them a prospect.

1. Triggers. For instance, triggers for a car purchase could be 'moved to a new city', 'marriage', 'new job', 'the last purchase was more than 4 years ago' and so on.

2. Success factors. What denotes a success to your audience in relation to your product or service? What is your audience's intended outcome when interacting with your business?

3. Blockers. What's preventing your audience from progressing down the



buyer's journey? It could be colleagues, personal circumstances, or even global political or financial events.

4. Decision making criteria. What considerations is this persona taking into account during their decision-making process?

5. Buyer's journey. What are the steps that will lead to your prospects choosing you? There may be 3, 4, or 15 – but it's important to have a view of what their path will be and how they are progressing.

Using personas to engage, convert and nurture.

Once you've built your personas, you'll want to put them into practice.

This involves a process of engaging, converting and nurturing – the basic elements of marketing lead generation.

Putting together a practical framework for success can happen in different ways but here we'll look at how to use the personas you've created and apply them to LinkedIn ads and a simple email nurture process.

Leveraging LinkedIn.

A major USP of advertising on LinkedIn is the ability for marketers to apply personas, whether that's by job title, location, seniority or one of a number of other different factors.

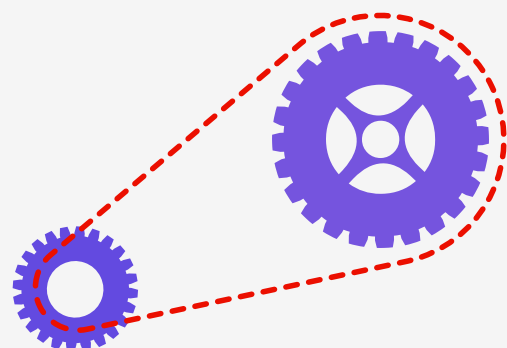
So, with personas in place, you'll be able to target the right people with the right ads and messages.

Using a broad example, you might decide to target a persona that's part of the C-Suite.

Typically strategically-minded, time-poor leaders, these people are bombarded with ads and messages, and you'll need to use

your persona building exercise to really pin down the right time, message and method to make them sit up and take notice.

Ultimately, whoever you're targeting, you should tailor your messaging for each group to ensure you are getting what's important front and centre.



Navigating nurture.

Emails can be used in a nurture campaign to **guide the audience through the buying process**. It's a chance for you to show that your organisation cares about their challenges, knows how to overcome them and the right choice in doing so.

You can see this nurture process in the icons below, which is an extension of the points we saw in the previous section:

The obvious advantage that you should have is that your persona work has given you the insight you need to nurture.

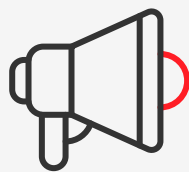


So, using the process, you could start by demonstrating your knowledge of a particular challenge that your persona is facing. The next stage of the nurture process would see you introducing ways in which these challenges could be solved. And finally, you'll want to show your persona that your business is the right choice – adding some evidence such as case studies to back it up.



Targeting

- Right people
- Right message



Awareness

- Provide value
- Get them thinking



Solution

- Options to overcome their challenges



Vendor selection

- Business case
- Proof points

Enabling Sales to have warm, informed conversations.

The creation and utilisation of buyer personas can be highly effective – and the hard work can also pay off when it comes providing your Sales team with the head start they need.

At this stage of the process, you've got valuable information about your audience which sales can use to enhance their conversations with prospects. You can help them further by using your insights to simplify their expected interaction into four key areas.

1. **Previous engagement** – there is no point in sales backtracking over topics already covered with a prospect. So make sure sales are aware of any and all previous engagements.
2. **Understanding triggers** – sales should have an understanding of what has triggered the prospect's interest.
3. **Success factors** – sales should know what success looks like for each prospect so they can talk about how your solution can help them reach their unique goals.
4. **Overcoming objections** – sales should be armed with answers to all objections or concerns that the prospect may throw up. Different prospects will have different problems, so your solutions may need to be bespoke.

You'll be in a position to give Sales sight of the persona and previous interactions with emails and content.

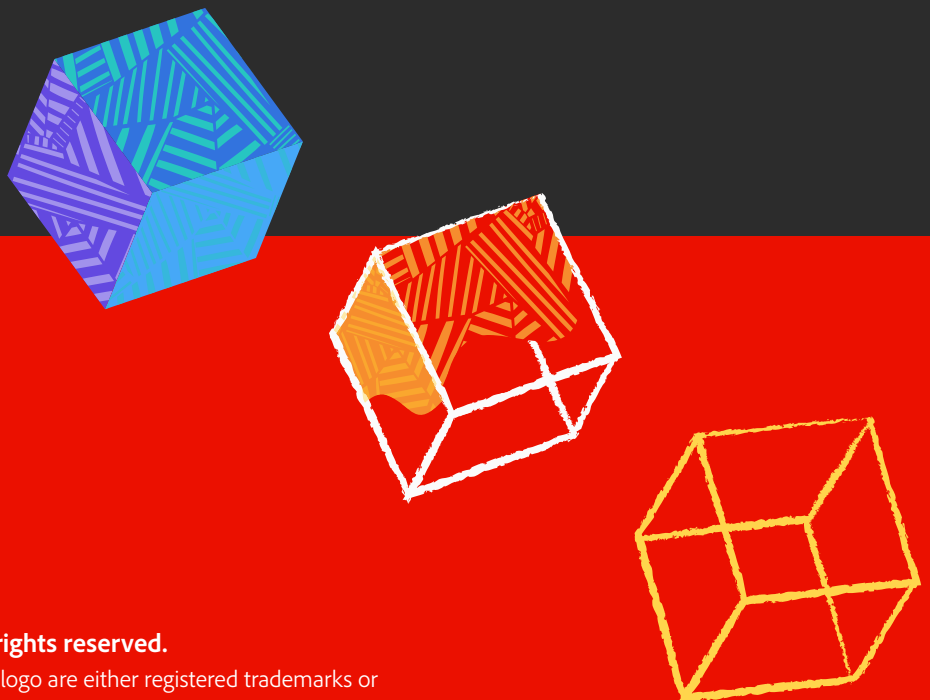
You'll be in a position to give Sales sight of the persona and previous interactions with emails and content.

So, by sharing the right contact with Sales, at the right time, with the information they need, you'll be giving them the basis for informed dialogue – including when overcoming the obstacles involved if the customer says “no.”

These warm conversations, as opposed to cold calls, can be the catalyst for your Sales team to specifically align your products and services to the needs of the customer.

In doing so, the conversation is reframed from **“What can my company do for this audience?”** to **“How can this individual and their organisation benefit most from our solutions?”** In other words, you move away from one-size-fits-all and into a relationship where the customer feels valued and understood, with your organisation on their side.

And that's audience-centric marketing, and marketing that makes a difference.



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