



# BUYER PERSONAS:

Researching, Identifying,  
and Targeting Your Ideal Customer

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# Introduction

Have you ever taken on someone who may not have been your ideal client? There are several different reasons why a partnership isn't ideal—and they can come from either side of the relationship. We all want to be clients of choice and be capable of being selective of our current client base. But where do you start determining who your ideal partner is?





# WHAT ARE BUYER PERSONAS?

As HubSpot describes, "A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better." Buyer personas are designed to be a realistic representation of the ideal person you'd like to have as a client.

## DEFINITION AND NAME YOUR BUYER PERSONA

Most recruiting firms deal with two to three different people when working with their clients. The personas our clients usually interact with are the HR Director, the CEO/CFO/COO, or someone supporting the office who has been tasked with finding a recruiting firm, such as an Office Manager, Marketing Coordinator, or Executive Assistant (depending on the size of the company). The next step is to narrow that list down to one ideal persona. In this case, let's say the ideal buyer persona is the HR Director.

## FLESH OUT THE DETAILS OF YOUR BUYER PERSONA

If our persona is the HR Director, we want to gather as many details about this person as possible. For example, we could say that the HR Directors we deal with are typically female, middle-aged, and have been in the industry for about 15 years. She is most likely married, has a few children, and lives within 20-30 miles of her office. She's worked in the recruiting space of HR before, but her primary job is not to recruit new members of the company. The company she works at is mid-sized, about 300-400 employees, so she has many different initiatives to work on.

## DESIGN THE BUYER PERSONA STORY

Here is the story we can now pull together about our persona: **Human Resources Hallie**



Hallie is 42 years old, married, and has three kids (aged 6, 10, and 13). She works as the HR Director for a mid-sized insurance company. They have multiple locations throughout the state and employ 320 people on average. She's worked for a handful of companies over the years and has been with this company for the last five years.

In one of her past HR roles, she spent time recruiting for internal roles, but it wasn't what she loved to do. Since there aren't enough people on her team, she's tasked with handling a large amount of the HR responsibilities and doesn't have a lot of time when there are numerous open positions to fill within the company. She's never worked directly with a recruiting company and thinks they can be kind of expensive for what her company is looking for. Hallie tends to use LinkedIn and search engines on the internet to find the information she needs to solve the problems at hand.

Now with all that information on Hallie, we have a lot of different ways we can target her to make sure our recruiting agency is the one she calls when she needs to find talent.





# HOW TO TARGET YOUR BUYER PERSONA

You've gone through the process of researching the perfect customer, and you've collected that data into a persona. What is the next step in reaching your potential customers? It's time to target those specific buyer personas and identify the pain points that they experience.

## DEFINING THEIR PAIN POINTS

Let's say you don't know how to change a tire. Where would you go? Most likely Google, where you'd type in "how to change a tire." Google's results would most likely populate with a handful of people who've created YouTube videos showing you the steps to change a tire.

The person who uploaded that video most likely saw a need, otherwise known as a pain point, and filmed themselves changing out a tire to address that need.

How can you do that for your target audience? How can you create content that solves problems for your buyers? It all starts with defining a significant pain point your clients share.

Look at your persona. What are the challenges they face? Which of those challenges can you speak to? That is a pain point you can target.

## TARGET PAIN POINTS WITH CONTENT

As a recruiting firm who specializes in placing top talent, a lot of your clients are challenged by high turnover in their organization. As this is a common theme that needs to be addressed, it's time to write a blog about it. This blog can include pieces of information on typical reasons for turnover, how to avoid turnover down the road, or how to counteract turnover when it's happening in the moment.

Don't focus on how you can solve turnover issues, but instead, as an industry expert, provide valuable advice to someone searching the internet for an answer.

## MAKE SURE YOUR CONTENT IS SEEN

You've found the pain point and created content to solve the problem – but how do you get your audience there? Optimization.

When Human Resources Hallie Googles "how to minimize turnover in a company" we want our blog about "organizations stop excessive turnover" to be the first piece of content she sees. Using keyword research, we can determine what words people are using to search for certain pain points instead of blindly guessing what we think they're searching for.

Having accurate data to back up a title you've selected is the first step to having an optimized blog. While Google doesn't share how their searches work, you can do a few things to improve your content. Make sure you are using the keywords you discovered in your blog. More importantly, make sure the blog is well-organized and providing useful info. Stuffing keywords in the text won't get you very far without quality content.

## ATTRACTING CLIENTS WITH BUYER PERSONAS

This is not a "get clients quick" solution. It's a long-play game based on gaining trust with your audience, building thought leadership in your target market, and staying top of mind when people need a solution to their problems.



# TRACKING THE PERFORMANCE OF YOUR CONTENT

You want your website copy to speak directly to your buyer persona. From your homepage to your service page, your website should reflect the unique pain points that your persona experiences. This will help them trust that you understand their challenges and can work to solve them. Once your website copy is optimized and targeting your persona, you need to roll out your persona-based content strategy.

From there, you can begin tracking the performance of your content.

When we want to determine how well our content is performing, we look at a few things: how many views the content received, how long the reader engaged with the content, and what percentage of viewers were converted into a lead.



## IS IT GETTING VIEWS?

On Google Analytics, this would be considered “Sessions” or known as how many times someone viewed the webpage. This could technically be the same person viewing it multiple times but is not usually the case. By tracking how many sessions have occurred on each of your webpages, you can begin to develop a baseline for your content.

Let’s say the first three blogs you wrote and published to your site have about 30 views per blog over a month. You can estimate that your next blog would do about the same. In marketing though, we’re always looking to grow. How can you give your content an extra push? Popular tactics include email marketing, LinkedIn InMail, or just posting to your network with a link to the blog on LinkedIn. If your average sessions in a one-month period increases, you’ll know to continue doing that. The more eyeballs you can have on your blog the better!

Anytime a piece of content diverges from your baseline you’ll want to examine it carefully. If a page is greatly underperforming, take a hard look at the page titles, meta description, format, and keywords. Chances are you’re missing an opportunity somewhere. If a page greatly overperforms, do the same. By drilling down and discovering the source of the traffic boom, you’ll be able to replicate it on a future piece of content.

## HOW TO USE LANDING PAGES

A landing page is defined as the page in which someone enters your website. The most common landing page on most websites will always be the homepage. Think about it – you Google something, and hundreds of websites come up. There’s a good chance, especially if you know nothing about this topic, that you’ll click on the homepage that comes up in one of the top five options. Each time you click to go to that page, Google Analytics will count that as one session occurring on the site and attribute it to one session with that being the landing page.

It’s important to watch these sessions because you want to understand how and why people are coming to your site. There are several different ways to watch how people are coming to your site – but what are the most important metrics to pay attention to in your analytics? The answer to this question is going to very depending on your overall objectives and purpose that you’ve set for your content as well what types of tactics you’re using to drive people to those pages.

If you share a blog on your LinkedIn page, someone clicks on the link and heads to your site to read it, that’s important. Paying attention to that metric shows how well, or not well, your social channels are working in your favor. Organic traffic to landing pages, on the other hand, shows people finding your blog through Google. This means someone has typed something into their Google search bar in order to find an answer to their question or problem, and your blog is coming up (without paying for it!). This means a blog has been optimized to reflect keywords people are searching for and ranks for those keywords – which is exactly what you want to see in your blogging metrics.

## OPTIMIZE YOUR KEYWORDS

Pay attention to your keyword rankings. SEM Rush or Moz are both great resources to help understand what your keywords on your site are doing. For example, we once had a client who was looking to increase their rankings around the Engineering Recruiting space. By consistently blogging a few times each month, for three months, they were able to increase their ranking for Engineering Talent on Google from 78th to 8th (which is on the first page!).

Content is king in the world of SEO and ranking above your competitors. To make sure your blogging is working to benefit you in the way you're hoping for, pay attention to these metrics!

## REACH OUT TO YOUR IDEAL CLIENT

We've looked at identifying your ideal client, building a buyer persona around them, and tailoring your content to their needs. With that knowledge you can form the beginning of a strong content marketing strategy, building your online brand and establishing your reputation.

## OVERWHELMED? PARQA CAN HELP!

Does the process of creating a buyer persona and crafting a targeted content strategy feel like a large leap for your team? Not to worry, our team at Parqa Marketing is here to help. By partnering with us, you can lean on our expertise to run your entire content marketing strategy, or to consult on existing buyer persona development. Learn more about the services we offer and schedule a call to learn how we can help your business achieve its goals.



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