



Buyer Personas: How to Gain Insight Into Your Customer's Expectations, Align Your Marketing Strategies, and Win More Business

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Named one of Fortune Magazine's "5 Best Business Books" in 2015

See your offering through the buyer's eyes for more effective marketing *Buyer Personas* is the marketer's actionable guide to learning what your buyer wants and how they make decisions. Written by the world's leading authority on buyer personas, this book provides comprehensive coverage of a compelling new way to conduct buyer studies, plus practical advice on adopting the buyer persona approach to measurably improve marketing outcomes. Readers will learn how to segment their customer base, investigate each customer type, and apply a radically more relevant process of message selection, content creation, and distribution through the channels that earn the buyers' trust. Rather than relying on generic data or guesswork to determine what the buyer wants, the buyer persona approach allows companies to ask the buyer directly and obtain more precise and actionable guidance.

Buyer personas are composite pictures of the people who buy solutions, services or products, crafted through a unique type of interview with the people the marketer wants to influence. This book provides step-by-step guidance toward implementing the buyer persona approach, with the advice of an internationally-respected expert.

Learn who buys what, and why

Understand your buyer's goals and how you can address them

Tailor your marketing activities to your buyer's expectations

See the purchase through the customer's eyes

A recent services industry survey reports that 52 percent of their marketers have buyer personas, and another 28 percent expect to add them within the next two years - but only 14.6 percent know how to use them. To avoid letting such a valuable tool go to waste, access the expert perspective in *Buyer Personas*, and craft a more relevant marketing strategy.

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Date : Published March 9th 2015 by Wiley

ISBN : 9781118961506

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Format : Hardcover 240 pages

Genre : Business, Nonfiction

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From Reader Review Buyer Personas: How to Gain Insight Into Your Customer's Expectations, Align Your Marketing Strategies, and Win More Business for online ebook

Kunal says

The five rings which have been shown is a good way to break the questions. I liked reading this book. Though I wonder how was this better than reading a crisp short blog on the same topic ?

Sheela Word says

This book contains useful ideas and information, but is very repetitive. Padded, I would say. The first tenth of the text is introductory, and the chapters often include passages that describe what will be discussed in future chapters. A bit of a boondoggle.

Phoenix Dali says

Great stuff but could be a lot more concise

Visnja Zeljeznjak says

I'm adding this book to my "must have" evergreen marketing framework.

Basically, the book makes marketers the experts on buyers. In the book, everything revolves around the so-called "5 rings of buying insight:"

1) priority initiative (PI):

early stage of the decision making process
triggering events, which people are triggers

2) success factors (SF):

answer the WHY: "Why is this aspect important?"
changes and outcomes buyers expected to gain from this solution;
these statements sound like benefits (business outcomes, practical outcomes, personal aspiration);
scenarios that buyers believe will change after they purchase the solution

3) perceived barriers (PB):

how the buyer eliminated solutions;
what prevented them from addressing this problem much sooner (what causes status quo?)

4) decision criteria (DC):

answering the WHAT and HOW: "What aspect of the solution is critically decisive?"
how buyers eliminate options, why they kept certain solutions under consideration;
these are the capabilities that buyers evaluate regarding each of the solutions
these are the attributes of the solution that buyers believe they need

5) buyer's journey (BJ):

who was involved in the decision
what the buyer did to evaluate options

Any marketer who nails this, and successfully aligns their buyer persona with their marketing messaging and with their sales, can name his or her price. Naturally, I will make it my obligation to study this approach and base my future decisions on my hopefully improved understanding what makes my buyers move - really move.

Eliot Burdett says

Great framework for profiling and categorizing customers

Carlos Allende says

Good information but way too wordy and repetitive, it becomes a burden to read. It needs to be heavily edited down.

Steve Johnson says

Most marketers are using personas wrong. A persona isn't about demographics and a pretty photo; a well-designed persona reveals insights to how the buyer buys and how marketers can reach this type of buyer with relevant, timely information. Adele is a wonderful writer. Strongly recommended.

Rick Yvanovich says

This is a great read if you want to take the journey from knowing little or nothing about buyer persons to having a framework and actionable plan for you to have working buyer personas.

Amanda Grassia says

A "must read" for any marketer looking to learn and achieve new goals.

Jay Ehret says

Really enjoyed this book. It is an especially helpful book in that it specifically describes step-by-step how to conduct buyer interviews and mine key buying insights. It also describes how to collect the right data, then sort through it all to identify the key buying insights to use in marketing your product/service.

Tim says

This book is a wonderful introduction to the concept of buyer personas. The book is broken up into three parts. The first section is a behind the scenes look at what makes up a buyers persona. There are a lot of thoughts that goes into this process. The second part of the book describes how to conduct a constructive buyers persona. There are way more nuances to this process than I initially thought. The third part covers how to implement buyers personas into any organization. This book is just for marketers. This book can teach you how to get inside the minds of others and understand their actions. A great look into why people buy things.

Alyssa says

4 1/2 stars. Excellent resource on setting up a framework for buyer personas, along with how to conduct interviews to get the real information you need to set up those personas. Going beyond buyer profiles, Revella dives deep into how to structure a persona and gives lots of good examples. Additionally, she goes even further by giving information on how to structure your marketing strategies and aligning sales/marketing to use the personas and associated buyer's journey. I'm currently reworking some existing personas and creating new ones from scratch in my job, and this book has been invaluable. Some repetition and could use a bit tighter editing in spots, but overall, really good.

Alisa says

Instructional, but basic.
