

How to create a valuable persona



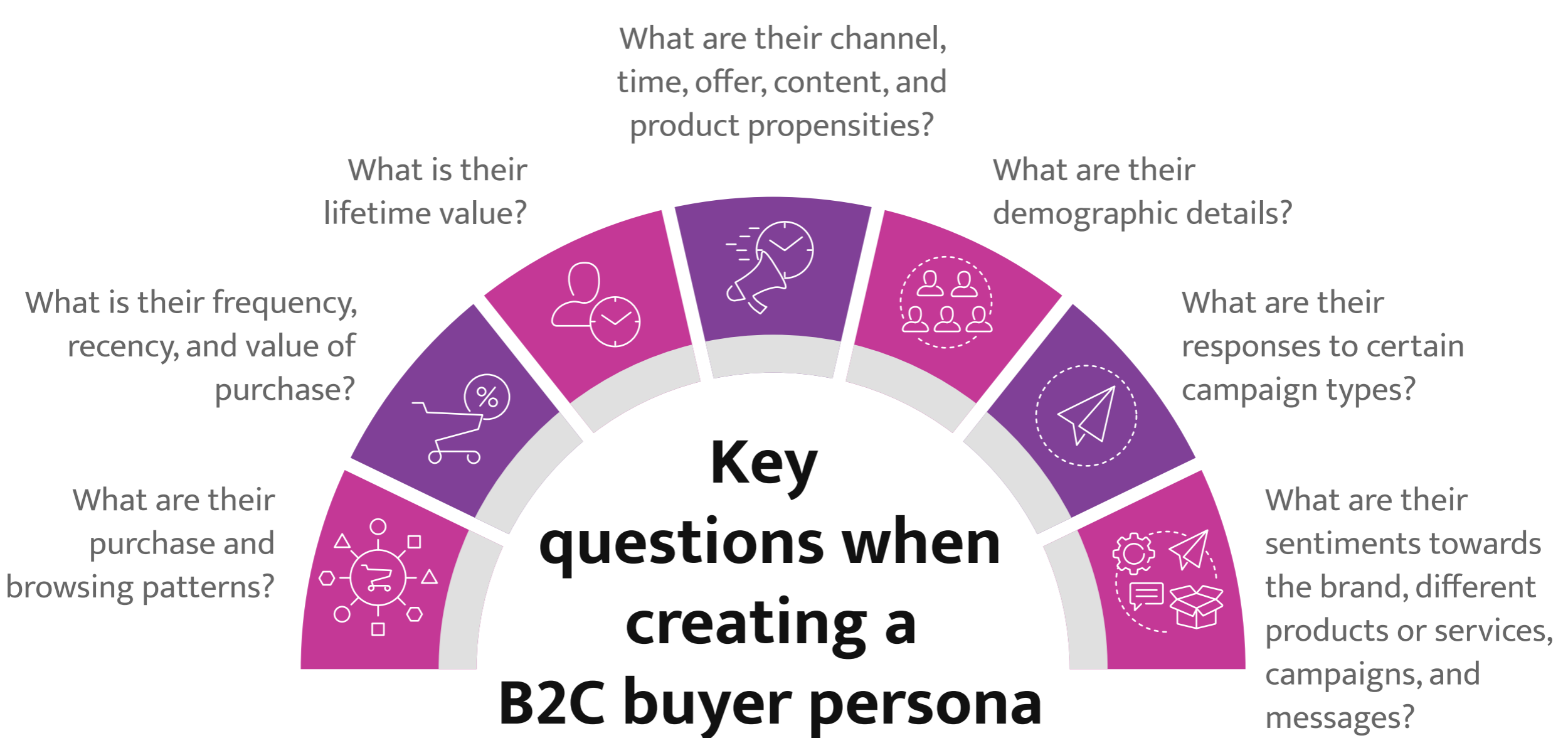
What is buyer persona?

A buyer persona is a fictional representation of an ideal customer that will respond to the brand's products, services, and communications in a certain manner based on market research and existing audience data.

Why is it important?

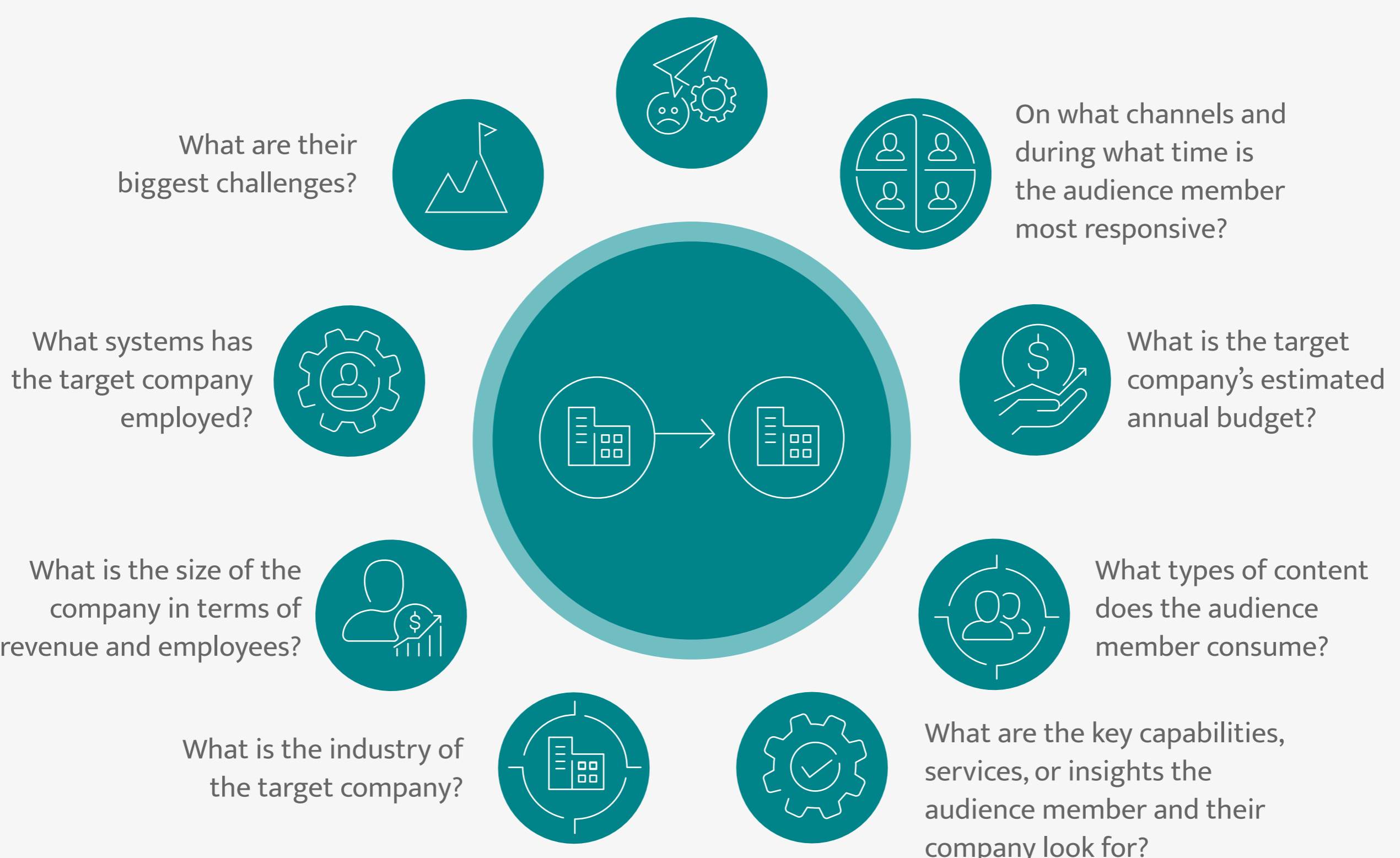
93%

of companies who exceed lead and revenue goals segment their database by buyer persona.



Key questions when creating a B2B buyer persona

Is the audience member a user, a skeptic, a champion, a decision-maker, or something else?



Importance of buyer persona in omnichannel marketing

- Extracts unique persona traits from massive customer data for a finer understanding of customers
- Enables comprehensive identification of anonymous visitors and leads
- It is dynamic and augments persona profile based on real-time customer interactions and behavior
- Provides insights on the status of prospect in the sales funnel for personalized marketing campaigns.
- Increases the chances of lead engagement and conversions

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