

Right Person, Right Message, Right Time

Worksheets to help you:

- Develop your buyer personas
- Inventory your content and key messages

Use the results to:

- Map your content (**right message**) to your buyer personas (**right person**), by their stage in the buyer's journey (**right time**)



Persona Worksheet

A buyer persona is a character representing a real person who buys, or might buy, products like the ones you market.

The more you know about these buyers, the more effective your personas will be. Because the more defined and accurate your personas are, the more precisely you can use “person to person” marketing and sales to build a personal relationship with your prospects.

One effective way to develop personas is to interview your best customers, the ones you want to replicate. Get to know how they came to be your customer, and why they are satisfied by your product or service.

Your buyer persona should include a short biography of a typical customer, their pain points, their fears, and what it would be like for them if you could help.

	Persona 1	Persona 2	Persona 3
Persona “Name”	Jane		
Personal data	35, BA in English Lit		
Role/Title	Senior Director of Demand Generation		
What is their background?	10 years in software marketing		
What is their day like?	Busy, fragmented. Has a team of 20		
What are their goals?	10k leads this fiscal year; her team contributes significantly to revenue		
What motivates them?	Being respected, seen as a smart leader who contributes to value		
How do they get information?	She subscribes to four newsletters; has an active Slack community		
What are their pain points (Disruptors)?	Lack of ability to track detailed asset/campaign attribution. Sales/marketing alignment challenges		
Why would they object to your product/service?	Expensive, risky, hard to implement		
How would their life be different if they purchase?	She could attribute revenue to her efforts in revealing, accurate charts, proving her team’s contribution		
Who influences them?	VP of Marketing, CMO, industry peers		
How do they make purchases?	She likes to construct scenarios for vendors to run. Likes a formal proposal to her 5-person buying team		

Content Inventory Worksheet

Customize this worksheet to fit your own needs. Your categories might be formats (as shown), or products, or anything else that makes sense in your world. The objective is to list all your content so you can see what you have to work with (and, more importantly where your gaps are). Note whether an asset has a landing page.

Find content: check your website and your blog. Talk to your sales team, your customer service people, and your product managers. Look at past email campaigns, executive summaries, presentation decks, videos, podcasts, and print collateral. Use these examples as a guide to get started.

Category	<input type="checkbox"/> Title	<input type="checkbox"/> Key message <input type="checkbox"/> Call to action	<input type="checkbox"/> Keywords	<input type="checkbox"/> Size <input type="checkbox"/> Publication date	<input type="checkbox"/> Landing page
Demand Gen	<input type="checkbox"/> "6 Ways to Do This," eBook	<input type="checkbox"/> Empowerment <input type="checkbox"/> Get a demo	<input type="checkbox"/> This	<input type="checkbox"/> 14 pages <input type="checkbox"/> January 5, 2016	<input type="checkbox"/> Yes <input type="checkbox"/> No
Branding	<input type="checkbox"/> Message from the CEO, web copy				<input type="checkbox"/> Yes <input type="checkbox"/> No
Blog posts	<input type="checkbox"/> "8 Best Practices for..." blog post				<input type="checkbox"/> Yes <input type="checkbox"/> No
Sales	<input type="checkbox"/> Cost/benefit data sheet				<input type="checkbox"/> Yes <input type="checkbox"/> No
Service	<input type="checkbox"/> User guides				<input type="checkbox"/> Yes <input type="checkbox"/> No
Customer	<input type="checkbox"/> Four ways to optimize your widget, one-sheet				<input type="checkbox"/> Yes <input type="checkbox"/> No
Executive	<input type="checkbox"/> New product board presentation				<input type="checkbox"/> Yes <input type="checkbox"/> No
Events	<input type="checkbox"/> Product brochures				<input type="checkbox"/> Yes <input type="checkbox"/> No

Map Content to Buyer Stage Worksheet

Now you can put it all together so you can send the right message to the right person at the right time.

Begin by mapping your content to your buyer's process. You will probably find gaps, which will help you pinpoint what kind of content to create next.

Top of Funnel (Disruption - pain points)	Middle of Funnel (Products/solutions)	Bottom of Funnel (How and why to buy)
<p>Focus on problems and pain points. Use big-picture, industry-focused content, like the blog post "Here's the Hardest Thing We Deal With in the Industry."</p> <ul style="list-style-type: none"> <input type="checkbox"/> Social media <input type="checkbox"/> Blog posts <input type="checkbox"/> Advertising, sponsorships <input type="checkbox"/> Press releases <input type="checkbox"/> White papers <input type="checkbox"/> Surveys <input type="checkbox"/> Webinars <input type="checkbox"/> Infographics <input type="checkbox"/> Videos, podcasts 	<p>Focus on solutions. Educate, help prospects evaluate buying criteria, such as the eBook "5 Best Practices for Generating More Revenue."</p> <ul style="list-style-type: none"> <input type="checkbox"/> White papers <input type="checkbox"/> eBooks <input type="checkbox"/> Webinars <input type="checkbox"/> Events <input type="checkbox"/> Analyst reports <input type="checkbox"/> Videos, podcasts <input type="checkbox"/> Reviews <input type="checkbox"/> Checklists <input type="checkbox"/> Infographics 	<p>Help them commit. Show what it's like to work with you. The eBook, "6 Ways We Solve Your Problem," is an example.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Demos <input type="checkbox"/> Data sheets <input type="checkbox"/> Trials <input type="checkbox"/> Pricing <input type="checkbox"/> Case studies <input type="checkbox"/> References <input type="checkbox"/> Vendor comparisons <input type="checkbox"/> Implementation data <input type="checkbox"/> Slide presentations

A Use Case

Next, apply the content in each funnel stage to the personas you have created.

As an example, suppose you are selling a very expensive screen printing press to a company that sells sports-team branded merchandise. The buying team you face has four people: the CEO, who is concerned with all aspects of the company; the VP of Finance, who focuses on costs and margins; the VP of Marketing, who wants new types of products in more colors; and the Manager of Operations, who manages the team of people who will be hands-on with the equipment. He wants a press that's easy to operate and lets him do more without increasing the size of his team. They all want the same thing – an efficient press offering new capabilities – but for different reasons. They may be at different stages; Operations may be convinced, but Finance is just beginning to think about the need. Be aware, so you can use different content to appeal to their individual buying concerns.

Persona	Top of Funnel Discuss pain points and industry issues. Get permission to contact.	Middle of Funnel Offer solutions and products. Overcome objections.	Bottom of Funnel Present how and why to buy. Support decision-making.
VP of Finance	White paper A: Industry trends in economics	Return on investment calculator Total cost of ownership calculator	Proposal Return on investment calculator Total cost of ownership calculator
VP of Marketing	White paper B: Industry trends in capabilities and marketing	Return on investment calculator Total cost of ownership calculator Webinar: Opening new markets Demo	Testimonials Case studies Vendor comparison
Manager of Operations	Success stories Newsletter	Datasheet: Ease of operations and maintenance Demo	Testimonials, Case studies Implementation plan
CEO	White paper A: Industry trends in economics	Return on investment calculator Total cost of ownership calculator	Proposal References, endorsements