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7 Tips for Using Buyer Personas in Lead Nurturing

Today's Presenters



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Lead Nurturing and Buyer Personas

- Lead Lizard's lead nurture philosophy
- How does that relate to buyer personas?
- What are buyer personas?
- How do personas help with lead nurturing?



Tip 1: Understand your Buyer

- Create personas before content
- How do you segment your buyers and influencers?



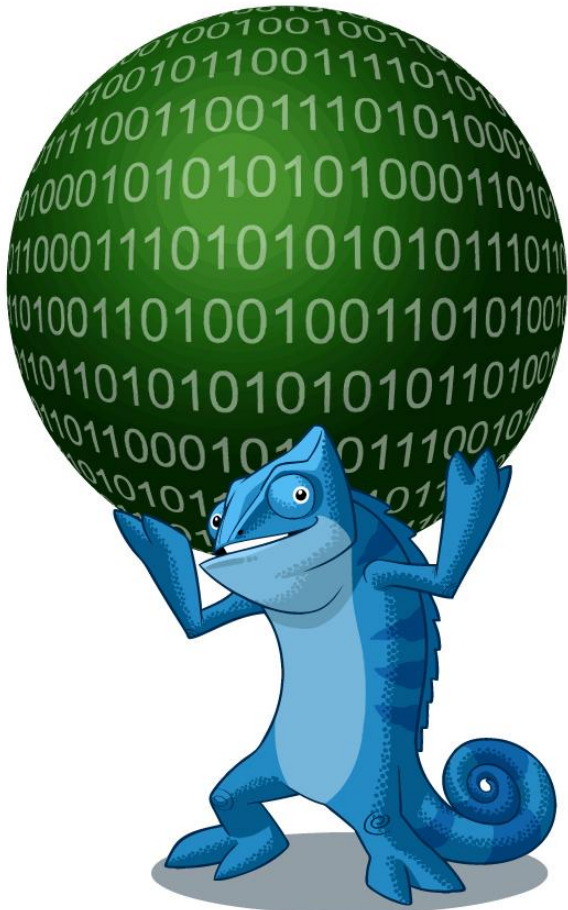
Tip 2: Target People, Not Groups

- Put the person in persona
- Understand the problems with automation
- Create a background story
- Name your buyer personas



Tip 3: Discover Pain Points

- Why pain points are important
- Research your buyers
- Create content around empathy



Tip 4: Follow Digital Footprints

- Measure, test, track
- Revisit data for leads that became clients
- How to use these insights



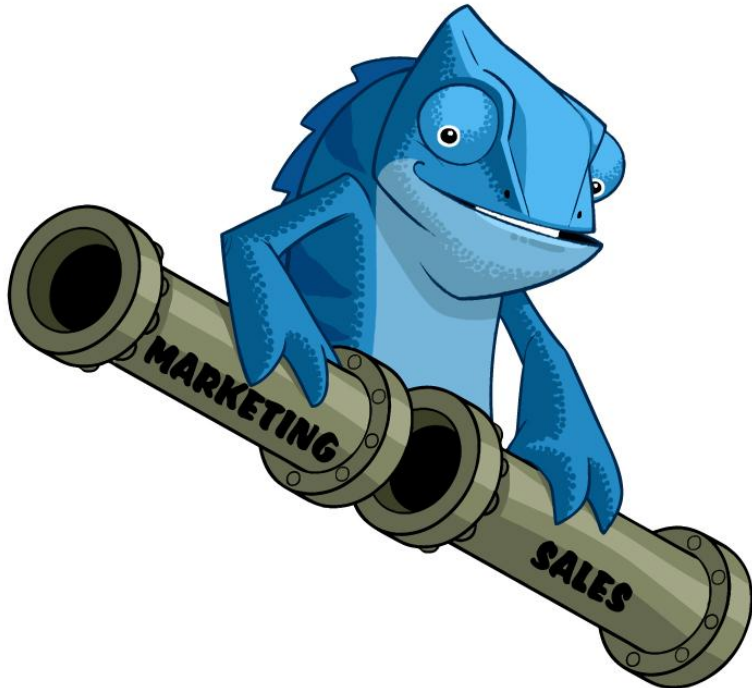
Tip 5: Segment Based on Persona

- Segment your database by persona
- Within each track, create content for multiple personas



Tip 6: Bring in Sales

- Make sure sales messaging matches
- Use sales nurture techniques



Tip 7: Keep it Fresh

- Create new content
- Update personas
- Revisit matching of personas, content and behavior



Bonus Tip: Consider the Journey

- Consider the entire buyer's journey
- Send your prospect to the appropriate tracks based on buying stage



Questions?



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Demand Generation Best Practices

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