

HOW TO **LASER-FOCUS** YOUR **B2B** TARGETING AND INCREASE YOUR RESULTS USING PERSONA

Learn what most marketers miss to grasp
and leverage when building their strategies



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Introduction

In this guide, you will learn the exact methodology we use to help our clients sharpen their targeting and adjust the copy to engage their ideal customers in a compelling way that drives them through the conversion funnel.

The blueprint you are about to discover in the next few minutes is the foundation of the growth strategies we develop every time we onboard our clients. We apply it for building strategy, content, Social Media posts, performance campaigns, case studies, newsletters – you name it!

Because we know that skipping this step or doing it superficially ends up wasting your hard-earned money on leads that fail to convert while growing the frustration within your sales team, we decided to share our knowledge with you for free.

Therefore, if you're determined to get your marketing performance a boost, keep reading to discover what successful marketers start with when setting up their strategies.



Here's what you'll learn from this guide:

1. How to define your target if you are a start-up vs a mature organization
2. The critical importance of emotions in B2B decision making
3. The successful marketer's guide to building a powerful B2B Persona

How to Define Your Target

The number one and most important thing to get your sales, business development and marketing systems working is to answer these important questions:

- ▲ Who is your dream customer?
- ▲ What is it they are looking for?
- ▲ What is the result they are trying to get?

Most people in B2B services have a rough idea of who their ideal customers are, but they don't have a clearly defined profile around which they can build their messages around. Some might say: *“Well, my customers are IT companies which make over \$3 mil. in revenue”*

Sure, that's a start! But it is far, far away from being complete.

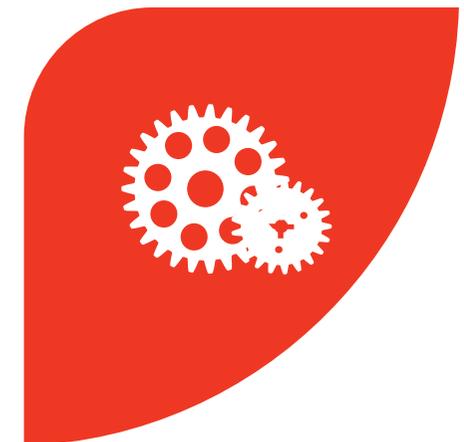
There will be thousands of IT companies out there which may fit that criteria but for whatever reasons, may be a horrible fit for your offering. For example, the company is international and the local organization is not in the position to make decisions on the topic, or maybe they target a different market then you can help them serve etc.

First of all, the approach you will take in properly defining your target is different if you are a **start-up compared to if you are an **established** company.**



StartUp

vs.



Mature
Organisation

StartUp vs. Mature organizations

IF you are a **mature organization** looking for solutions to optimize your sales and marketing efforts, one effective strategy to adopt here is to take a data-driven approach and analyze your customer data base by using the **80-20 rule**.

How to do that? Look at those 20% that bring you 80% of the revenue and figure out what they have in common laying down all the information you know about them:

IF you are a **start-up**, the assumption is that you invested time in understanding and documenting your business model, and you already got to know your target well.

What you need to do is get super-specific about it:

What industries are they in?

What was their main trigger that generated the need you fulfilled? Can you find more such companies?

Who approached you first? (if it was an inbound lead)

Who was involved in the discussions? What was their role?

What kind of KPIs might they be measured against?

What keeps them up at night? What pains do they have?

What type of companies get the most value from using your product/solution?

Who are the people that will actually use it?

What specific challenges do these types of organizations or individuals face?

Unlike B2C, where you can easily find some behavior patterns, in B2B the process is to identify, reach and connect with the right people is far more complex because organizations (even though in the same industry and of similar size) will have different structures and different practices. Most often, however, the decisions are collaborative and it is not exactly easy to identify who is the right person to target. **This is why it is important to define your Personas.**

*A **Persona** is a generic term that defines a decision-maker, a purchaser, end-user or influencer that plays an essential and specific role in purchasing your type of solution.*



So, in order to save yourself time and increase your chances for success, rather than reaching out to a single decision maker, you should reach out to multiple people inside an organization to get the conversation going, which means you need to create a Persona for each of your targeted roles.

Another secret here is to pay attention to the size of the organization you target when you define your Personas. It's likely that the profiles you define as your Personas inside larger companies will be different to those from smaller organization, where the

responsibilities of the targeted people may be split differently.

For example, if inside large manufacturing companies your primary contacts are general managers and operations directors, in smaller production companies you may need to address the owner and financial director for a change.

This will increase your chances of **reaching the right decision maker** with your message and increase your conversion rate as well.

The Critical Importance of Emotions in B2B Decision Making

The purpose behind building a customer Persona is to develop a deep understanding of what triggers the buying decisions for your product/solution. This is the point where you must forget about the old mantras that preached that in business, decisions are made entirely based on calculations and rational, analytic thinking.

And this is because the drivers for the buying decisions are fundamentally emotional decisions!

They may be justified with numbers and logical argumentation, but, ultimately, your customers won't just buy products or services.

Customers will buy everything the purchase represents for them on an emotional level.

The bigger the price tag and the risk or the complexity of the acquisition, the more people involved and the more emotions will come into play.

The emotions are the reason why you need to create meaningful content, tell compelling stories and have conversations that are not about what you sell, but about the issues that are really important and personal to your customers.



Specifically, for the B2B area these emotions can be triggered by personal needs for:

- ▲ **Progression** (get ahead of a competitor)
- ▲ **Recognition** (get a career advancement and/or a higher pay)
- ▲ **Prevention** (remain secure in the job role, avoid the stress and overload associated with complex projects)
- ▲ **Stimulation** (increase employee satisfaction to ensure high retention)
- ▲ **Control** (make informed, agile decisions)
- ▲ **Compliance** (keep to agreed practices, standards)

So, it's time for you to decide how many Personas you're dealing with and map their concerns, challenges and success criteria for each position you are targeting.

In creating a profile that indicates the customer's most personal priorities, goals and challenges, you can tailor your messages in connection to those very personal pains you know they need to solve and that will get them to respond your messages.



Finding the emotional connections with your customers is what ultimately helps an organization differentiate in an undifferentiated world and create meaningful relationships, based on shared values and behaviors.

The Step-by-Step Guide To Building Powerful B2B Personas

In building a B2B customer Persona, we mostly see marketers that are still using a bullet point system which aims to map some general information. You are probably familiar with this kind of system:

Background

- ▲ What is this person's typical experience in this industry?
- ▲ What are they responsible for?
- ▲ What is the profile of their company? (revenue, headcount, trajectory)

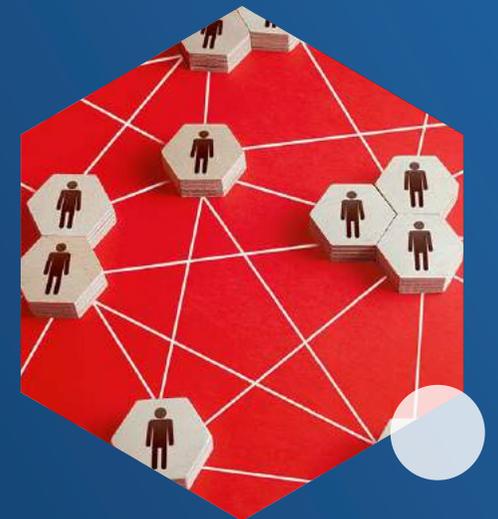
Demographics & other indicators:

- ▲ Age, gender
- ▲ Education
- ▲ Family status
- ▲ Location

Identifiers

- ▲ Position in the company
- ▲ Income range
- ▲ Required skills

While this matrix system is not necessarily wrong, it does little in helping you really dive deep in finding out what are their most-pressing concerns that won't let them sleep at night.



You need to use a system that helps you tap into your ideal customer's hot buttons and laser point the messages you will be using in communication to get your prospects to try, sign up or buy what you have to sell.

You most likely heard by now that storytelling is the beating heart of sales copy nowadays. Yet, even before the copy is born, we use storytelling to paint the picture of the ideal customer.

The method you are about to discover below will be instrumental for:

- ▲ Knowing your ideal customer's long-term desire
- ▲ Uncovering what is the immediate result they want to achieve
- ▲ Realizing who is their avatar enemy
- ▲ Knowing the problem they need to solve
- ▲ Grasping their most pressing pain-point
- ▲ Discovering the critical question they need answered
- ▲ Identifying their #1 roadblock/objection



Can you see how important are these in tailoring your sales copy?

After testing and improving our selling strategies over the years, we've reached the conclusion that the following Persona-based marketing method brings the best results and satisfaction in growing B2B businesses (and not only), no matter the industry they're approaching.



So, without any further due, allow us to introduce you the frame we use in our agency for defining the customer Personas – the foundation block for creating high-impact strategies and powerful copy that help our customers succeed:

[Name]

Hard working who dreams of becoming a

His/her current focus is on

Ultimately, [name] really wants to

Right now, he/she would be ecstatic if he/she could, but unfortunately at this point he/she still needs to figure out how to

[Name] is also very frustrated by the fact that

Plus, he/she still needs to answer this very important question before he can move forward:?

While he/she is confident he has a truly remarkable solution, he is also hooked on the idea that

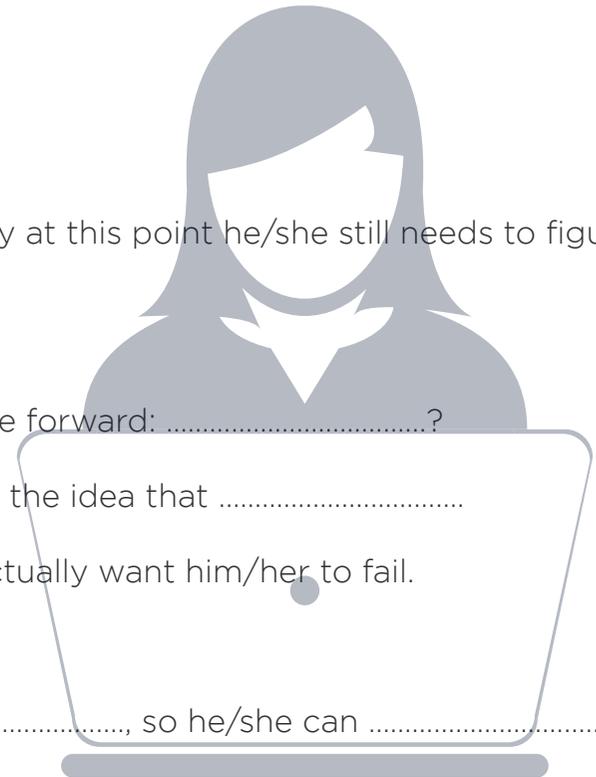
In fact, when it comes to, he/she is convinced that actually want him/her to fail.

When all is said and done, [Name] just wants to.....

To help [Name], I will invite him/her to check out my, named....., so he/she can without

What makes this even better?

[Name] will start seeing results in as little as





Meet Victor, your first Persona



My avatar's name is **Victor**.

Victor is a **business builder** who dreams of becoming **an accomplished entrepreneur**.

Currently, **Victor's** focus is on **lead generation**.

Ultimately, **Victor** really wants to **make sales on auto-pilot**.

Right this minute, **Victor** would be ecstatic if **he** could **get a constant flow of leads**.

Unfortunately, **Victor** still needs to figure out **how to get more leads without working 80 hours a week**.

Victor is also really frustrated by the fact that the **market is full of business solution software**.

Plus, **he** still needs to answer to this question before **he** can move forward: "**How do I grow my business on a modest budget?**"

Victor is also still hung up on the idea that **advertising is expensive and does not generate good ROI and positive results**.
In fact, when it comes to **lead generation**, **he** is convinced that **typical marketing approaches** will actually lead **him** to FAILURE.

When all is said and done, **Victor** just wants to **live the dream life of a successful entrepreneur**.

To help **Victor**, we would invite **him** to check out our **guide** called "**Automated Lead Generation Machine**", so **he** can **experience a sustainable growth in his business results** without working **80 hours a week** or neglecting his family.

What makes this even better?

He'll start to see results in as little as **30 days!**



The following template model is developed based on Jim Edwards method, a renowned copywriter who partnered with famous Russel Brunson in building world's most successful sales funnel programs and this is what we use to create powerful strategy, content and lead generation programs to grow businesses.

Step by step, this template for defining your Persona takes you through some very important questions you need to ask yourself:

1. What's your brand's Persona current identity?
 - a. **At the moment, my ideal customer is a _____."**
(E.g.: new entrepreneur; B2B investor; company administrator, etc.)

2. How would you describe your ideal Persona?
 - a. **" My ideal customer should be _____."**
(E.g.: recognized as top manager/entrepreneur for his achievement in growing a business of 7 figures; angel investor, passionate about adventure sports, etc.)

3. What's your Persona's most important area of focus? (use 2-3 words keyword phrases):
 - a. **"My customer's #1 area of focus should be _____."**
(E.g.: business continuity; data research; qualitative lead generation, etc.)

4. What is your Persona's long-term biggest desire?
 - a. **"The ideal customer wants the most to _____."** (starts with verb)
(E.g.: grow a successful business; identify exceptional deals consistently; reach six-figures results, etc.)

5. What's the #1 immediate result your Persona wants right now?
 - a. **"Right now, my ideal customer wants to _____."**
(E.g.: identify new prospects; find good deals; overcome the competition, create a selling marketing funnel, etc.)



The template for defining your Persona

6. Who is your Persona's enemy? (define it as a person)
 - a. **"Our customer's enemy is a _____."**
(E.g.: part-time agent, top blogger in the approached industry, media strategy director, consultant freelancer, etc.)

7. What's the no. 1 problem your Persona needs to solve?
 - a. **"The ideal customer really needs to find out how to _____."**
(E.g.: increase his company awareness without buying ads; find deals with low risk; prospect for new business consistently, etc.)

8. What's the main pain point that frustrates your Persona on a daily basis?
 - a. **"My ideal customer is constantly frustrated by the fact that _____."**
(E.g.: market is full of low-quality software solutions; the competition seems to convert more and better deals; the growing speed is not the wanted one, etc.)

9. What's the #1 critical question your Persona needs answered in order to move forward?
 - a. **"A question my ideal customer really needs answered is _____."**
(E.g.: how do I make my solution stands out; how can I automatize the sales process in order to increase the lead generation; what platforms perform the best when it comes to targeting my business' potential clients, etc.)

10. What is the main objection or road-block that prevents your ideal client from moving forward?
 - a. **"My brand Persona is hung up on the idea that _____."**
(E.g.: advertising is expensive and does not generate good ROI; my client's budget is not big enough to cover all the actual marketing needs; the market is full of freelance agents & companies that mislead when selling apparently great deals, etc.)

11. Bottom line, what's the #1 thing your Persona wants to be able to do?
 - a. **"In a perfect world, my ideal customer wants to be able to _____."**
(E.g.: become a successful entrepreneur in the upcoming 2 to 4 years; reach financial security through wise investments; create a business that makes a concrete positive difference, etc.)

12. Now that you understand how your Persona should be shaped and what's the mindset of your ideal customer, what's the name of the product/service/solution you can offer to him?
 - a. **"I'd like to invite you to check out _____."**
(E.g.: Our Lead Generation Methodology; Top 5 fast solutions for automate your business lead generation (eBook) ; The most efficient emailing strategy for B2B entrepreneurs Webinar, etc.)

13. What exactly are you selling?
 - a. **"I am selling a/an _____."**
(E.g.: online guide, webinar access, marketing strategy solution etc.)

14. What is the #1 result your avatar gets from your offer? (starts with a verb):
 - a. **"The #1 outrageously amazing result you get from this is that you can now _____."**
(E.g.: experience true freedom as an entrepreneur doing what you love; create bullet-proof financial and personal growth; make a six-figure income, etc.)

15. What is the #1 pain your Persona can avoid with what you offer?
 - a. **"You can have it all without _____."** (verb ending in "ing")
(E.g.: working 80 hours a week; making high-risk investments that rarely pay off; needing to cold call again, etc.)

It's time for you to gain the advantage
you need to **move your business forward**



In a fiercely competitive world of business where everyone is fighting for a larger piece of the pie, **high quality sales copy** is what cuts through the noise and manages to get the attention of your ideal customers, helping your marketing system maximize the return from your online spending.

Disruption strategies and content are and will remain for a while the best differentiator you can build on.

Your online communication assets are or should be, more than ever during these pandemic times, the core of your marketing strategy. With making the core more effective at turning potential customers into paying clients, you generate a profound, positive effect on every aspect of your business.

Now, what would that mean to you, on a personal level?

Start with a FREE Content Audit

When you drive a lot of traffic to your pages and don't seem to be catching up with the industry average success rates, one of the first things that needs to be reviewed to increase your conversion rate is your sales copy.

If you're determined to get your online marketing assets performing, grab the opportunity to get them audited by our copywriting specialists!

We will deep dive, analyze your content and present to you our laser-focused & tailor-made recommendations. Some of them you will be able to fix by yourself, but for the ones you can't do it yourself, we're here to offer our guided and professional assistance.

Are you ready to start making a change?

Claim YOUR FREE AUDIT today

(Usually 600 EUR)

