

Creating Target Personas

Based on Your Community Business Profiling

Template

Why you need to create Target Personas?

Your community competes with all communities in the world today. In order to attract industry and talent you need to make decision-makers aware of your existence and advantages. Your marketing strategy structures the efforts your community will make in order to reach these goals. Everyday your marketers create content which they publish on your website, your social media pages, your printed advertisement, or on your events materials. This content targets specific audience (costumers). You should know them first, then to generate this content addresses their needs—and thus turn them into customers. The most efficient way of doing this is through the creation of Target (Buyer) Personas, or fictional biographies of your target audiences (refer to Instructive Document “*Identify Your Target Audiences*”).

What is a Target Personas?

They’re your ideal prospects and customers that you’re trying to attract with your inbound marketing efforts. It’s whom your *entire* lead generation strategy is focused toward. Often confused with target *audience*, your target *persona* goes beyond demographics and psychographics and focuses more on your prospects’ and consumers’ needs, pain points, and buying process. When you understand their buying process and speak to their needs, you can engage with them through each phase until they’re ready to purchase.

To create a buyer persona, start by asking simple questions:

- Who are my ideal targets?
- What are their goals?
- What are their challenges or limitations?
- How can I most effectively reach them?
- What types of content do they digest?

Attention!

Community marketers often go astray when they simply *guess* the answers to these questions... or even assume that they already know the correct answers. If you start your inbound marketing journey by heading in the wrong direction—because your initial assumption was wrong—you'll never reach your destination (good leads!). Getting caught up on irrelevant information can derail efforts, too.

The right approach

To take the guessing out of your inbound strategy, we suggest going straight to the source – *your customers*. Here are several ways we recommend to do this:

In-person or phone interviews with recent or past customers are the most accurate (and recommended) way to uncover these insights. These are beneficial because they allow you to dig deeper and ask follow-up questions.

Customer surveys, while limited in comparison to actual interviews, can still help you get answers to necessary questions. With these, you'll want to make sure you're respectful of your customer's time and keep it as short as possible. Rewards can also be helpful.

Surveying your team and any other internal employees that interact with customers on a frequent basis is another option that is often overlooked. These are the people who are answering your customers' questions, addressing their concerns, and engaging with them through the buying process. Don't overlook them as a resource.

Create target personas based on the profile of the business your community wants to attract

- IT
- Manufacturing
- Biotechnology
- Pharmaceutical
- Creative industry
- Tourism
- Education
- Others

Create target personas among the audiences you target

- Recruitment prospects (large companies considering relocation)
- Expansion prospects (companies, local or not local, considering expansion)
- Site selectors
- Entrepreneurs
- Others

You may very well have multiple target personas, but by answering the questions above for each of your targeted industries or customers, you will be able to craft a fairly detailed persona for each potential contact or lead.

Example of Target Persona

MANUFACTURING MARK

Average Age: 45-65

General Title: CEO, COO, Director of Real Estate

Average Number of Employees: 50-150

Targeted Geographies: USA

Mark (60-65) is the CEO of a mid-sized (75 employees) manufacturing business in the Northeast. Mark's responsibilities range from business development to finance. He is committed to the continued growth of his business and insists on being involved in most of the business' processes. Because of this, his daily schedule is full of meetings with representatives of the business' various departments. Due to the size and budget of the company, Mark has not had a need for a dedicated site selector, but the business is growing rapidly and he is considering a new, larger location. His company is based in Pennsylvania but as manufacturing shifts increasingly to other parts of the country, he is considering relocating his plant. Ultimately his decision will come down to quality and availability of skilled workforce and cost of doing business. He is eager to learn more about potential incentives and any initiatives that will help his business. The selection process is new to him, and he is looking for expertise in selecting the right facility where the business can operate now and grow in the future.



Create your Target Persona for attracting companies in manufacturing business:

Example Target Persona

ENTREPRENEUR ERIK

Average Age: 25-45

General Title: CEO

Average Number of Employees: 3-10

Targeted Geographies: Iowa and Illinois

37-year-old Erik is the founder of a growing startup. In charge of a young company, Erik makes all of the company's major decisions, often by himself. He operates out of a small co-working space in Moline but in an attempt to grow the company, Erik is considering moving into a dedicated office space. He hopes to save on office costs while maintaining access to talent. Erik is learning on the fly as an executive and often needs to be educated on decisions like site selection. He is very media savvy and is constantly plugged in to social media and other online resources.



Create your Target Persona for attracting entrepreneurs:

Example Target Persona

SITE SELECTOR SARAH

Average Age: 40-50

General Title: Owner, Managing Broker, VP of Corporate Solutions

Average Number of Employees: N/A

Targeted Geographies: USA

Sarah (40-50) is a commercial site selector in Chicago. Working for a nationally recognized brand, Sarah is well-versed in market trends and analytics and is keen to find the best solutions for her clients. Sarah is responsible for finding new locations in strategic markets for clients in the manufacturing industry. These markets are generally located in close proximity to major interstates, ports, and distribution points. Digitally savvy, Sarah reads emails constantly. She is also a staple at real estate industry events, both regionally and nationally. Because she evaluates so many prospective locations that check the right boxes, Sarah often needs to be “sold” on a why a specific location is right for a particular client.



Create your Target Persona for site selectors:

Compile and Organize

Once you've gathered the relevant information, compiling and organizing it into a succinct reference document is a great way to ensure everyone is on the same page regarding whom you're targeting. When questions arise, you can refer back to that document as needed. It is also suggested giving your persona(s) a name and photo, just so that you can better visualize this person.

Having an accurate understanding of your target persona is vital to the success of your inbound marketing efforts. The better you know your customers, the better you can generate content that addresses their needs—and thus turn them into customers.

**The term Target Persona and Buyer Persona are typically used interchangeably.*

*** Some of the advises included in this document has been provided by The Center for Sales Strategy*

Resources:

Site selecting process

Understanding the site selection process

<http://blog.simoncre.com/insights/understanding-the-site-selection-process>

What corporate site selectors do?

<http://www.greyhilladvisors.com/corporate-site-selection>

<https://www.globallocationstrategies.com/incentive-negotiation/>

<https://www.globallocationstrategies.com/economic-development-solutions/>

<https://www.globallocationstrategies.com/training/>

Site selection case studies

Economic development projects - case studies

<https://www.globallocationstrategies.com/economic-development-projects/>

Site selection projects – case studies

<https://www.globallocationstrategies.com/location-selection-projects/>

Trends in site selection

Global location strategies today

<https://www.globallocationstrategies.com/pages/our-thinking/detail/article/c0/a101/>

<https://www.globallocationstrategies.com/pages/our-thinking/detail/article/c0/a95/>

How to find a site selector?

Site selectors in US regions – professional directory

<http://ecodevdirectory.com/listings-category/site-selections/>

Site selectors guild/ members

<https://siteselectorsguild.com/members/>

Business facilities

<https://businessfacilities.com/site-selection-directory/consultants/>

www.linkedin.com

Publications on site selection

<https://siteselection.com/>

<https://siteselectorsguild.com>

Forums on FDI

World Forum for FDI

<http://www.worldforumfordi.com/>

Trustbelt Corporates & Consultants Forum

<http://www.trustbelt.com/register>

Notes: