

Everything you need to know

B2B personas and buyer journey mapping



5 easy steps to understanding your users

01

Build a solid foundation

Keep it simple and you won't feel overwhelmed by information

Break down what you want to learn about your users into three key areas — about them, their job, and their desires. What are they struggling with? What are they trying to achieve? What do they want or expect from your service?

Then, hold a small workshop with your team and use a visual chart to list the pains (challenges), gains (desires & expectations) and goals of your target users.

02

Test, learn and improve

Validate your knowledge of the user to ensure accuracy and consistency

Always avoid making assumptions about your user. Share your new personas with stakeholders from Sales and other departments to get different perspectives and critical information about your user's needs and habits.

With that gathered, validate your work directly with your users. Send out a survey or ask questions on social media. If you can, check to see how past campaigns performed — what messaging worked? What didn't?



03

Get the complete picture

Don't let traditional buyer journey maps give you funnel vision

If you use the sales funnel model to map your buyer journey, you'll only get a shallow understanding of how your customer interacts with your brand up until they buy. What happens after that? Where do they go?

Instead, follow the 'user journey', a flywheel model that uncovers vital customer interactions between the Awareness, Discovery, Interest and Purchase phases and thereafter.



04

Continue to refine your work

Like your users, your personas will change and adapt with the times — try to keep up!

Once you've created your maps, don't get comfortable — your personas will need to be refined consistently as your business grows and your users' needs change.

Start thinking about how you can improve your knowledge of the user. How do they learn about products or services like yours? What content do your personas engage with in relation to your competitors? Where are your personas most active when looking for solutions to problems?



05

Make the most of your data

Being data-driven is key to closing critical information gaps in your buyer journey maps

Losing customers at a certain stages of your journey? Or, are you unsure where to send relevant content to retain them? It's time to drill into your data. Uncover points in the journey where they might be switching devices or channels, or transitioning from Sales to Support, for example. Find out which blog posts are the most popular, or which social media posts they liked best.

If you don't have quality data, start tracking email performance, social media engagement and website clicks. It's time to let your data do all the hard work for you!



 Book in a virtual coffee with one of our agile marketing experts