

## The Science Behind a Persona Driven Content Marketing Strategy

Creating a persona driven content strategy means ditching the content **you want to create**, and producing what **your buyers want to read**. Build a plan that focuses your content marketing efforts on being relevant, timely and adding value, and you'll be on the straight and steady path to creating content that converts.

Here's the 6 essential steps you need to take to create a persona driven content strategy in one handy guide.

You might need to run through this plan a couple of times for each product, region, year or quarter (we hope so!), so make sure you save it down somewhere for future reference. Oh... and don't forget to share it with your fellow Content Marketers too.

Love it? Share it! 

# Who

## Step 1 - Use data (not assumptions) to define your buyer personas

Buyer personas are a powerful way to fuel your content strategy and deliver content that adds as much value as possible to the right buyers. The more factual and in-depth your buyer personas become, the more direction you'll give your strategy.

And it all starts with data. Forget brainstorming until you have dug deep into your customer database, email lists and website data to understand who is interacting with what.

The more factual and in-depth your buyer personas become, the more direction you'll give your strategy.

#Tweet this Quote 

### Data sources for building personas



**Google Analytics/Webmaster Tools** – Understand what your personas' keywords and search habits are



**Social Media Networks** – Each different network will have a different audience. Can you see any comparable differences?



**Customer and Email Databases** – These people love you already! They are your core target audience and definitely the people you want to reach.



**Lead Forensics** – Uncover the digital intelligence on your very own website. Identify full company profiles, industry analytics, company size or most active visitors on your website. Use this intelligence to identify your most interactive company personas and track their online journey.

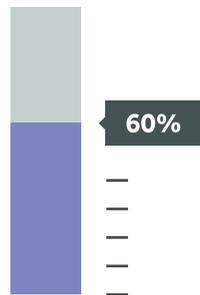
By creating accurate personas that get in the minds of your buyers, you'll be able to determine what kind of content they need, what channels to distribute through, topics to write about... the list is endless..

# Why

## Step 2 - Solve challenges and add value

Each piece of content you create should help in **solving the challenges or goals faced by each of your buyer personas.**

As a result, not only will you position your brand as their go-to for advice and tips, you'll move them further along your sales funnel with each piece they read - you lead nurturing genius you!

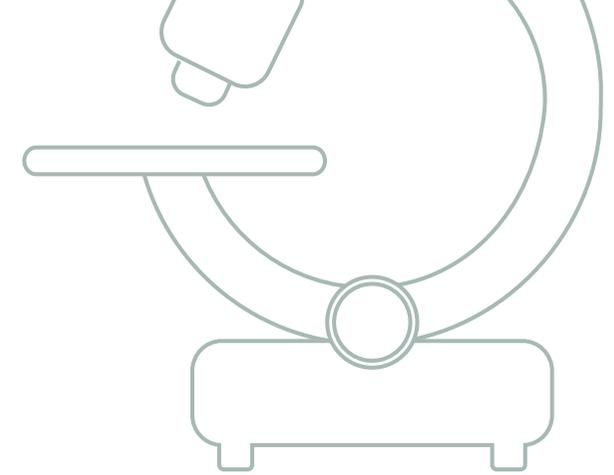


**When 60% of buyers** are inspired to seek out a product after reading content about it, being relevant and adding value is essential if you want to create content that converts. It's time to move beyond demographics and into the psychographics of identifiable motivations and challenges your audience faces on a day-to-day basis.

#Tweet this Quote



Each piece of content you create should help in **solving the challenges or goals faced by each of your buyer personas.**



### Questions you need to answer



**What makes this buyer persona tick?**



**What challenges do they face in their day-to-day role?**

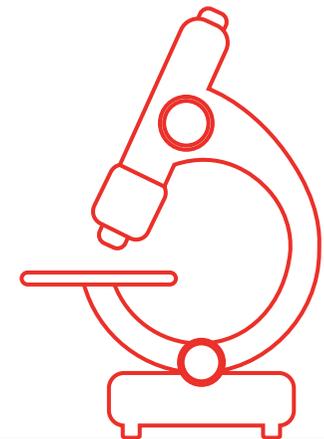


**How do they typically overcome these challenges?  
Where do they go for solutions?**



**What are their triggers?** (And by triggers, we mean what events would cause them to take action on a big campaign, project or sales opportunity)

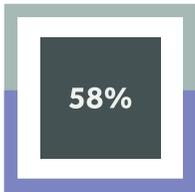
By answering the 'Who' and 'Why' before you even start creating content, you'll be well on your way to working in a more targeted, relevant and strategic way.



# When



## Step 3 - Sniff out any relevant macro moments, topics and events



**58% of B2B marketers** agree that being relevant is the No. 1 thing that makes content marketing so effective. While your business goals for content marketing may shift and change over time, the need to be relevant and engaging will not.

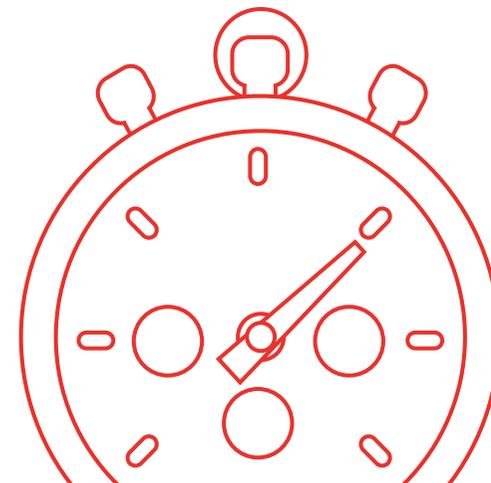
Create a department wide interactive calendar using Microsoft OneNote or Google Docs, and hand out the link to your marketing team. Everyone can add the macro events, topics or news stories that are most relevant to your industry. Keep your calendar updated on a weekly basis and check-in regularly for macro-relevant creative inspiration.

Keep the news related content in check because nobody likes an irrelevant news hijack.

#Tweet this Quote 

Keep the news related content in check because nobody likes an irrelevant news hijack. But when done well, relevant stories covering an event can be a lightning fast way to drive content engagement through the roof. We can't speak for everyone, but when **91% of B2B Marketers** rated 'engagement' as their No. 1 business goal for content marketing, keeping a close eye on the current events is worth it in exchange for an extra 5 minutes on BuzzFeed.

By mapping out relevant industry events and topics across the year (weather included), you give yourself the opportunity to become a little more agile and flexible with your content creation. Preparation prevents...well you know the rest.



# What

## Step 4 - Serve content in the media form they want

B2B Marketers rated blogs, social media content, case studies and webinars as some of the **most effective** B2B marketing media in 2014. While not every media type will be suitable for your business, it will be suitable for your prospective buyers.



12

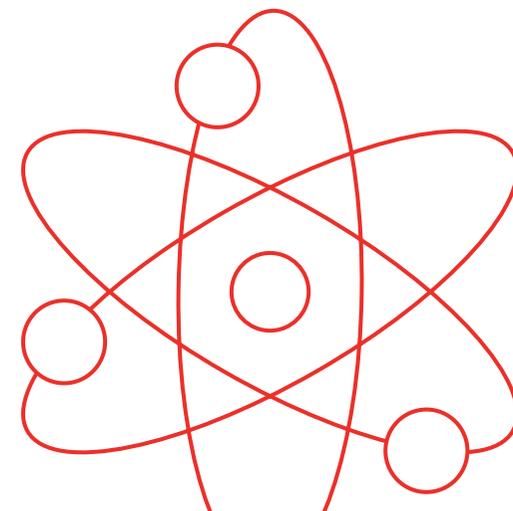
**On average, most content marketers tend to use up to 12 different marketing 'tactics' to reach their audience.** But tactics that don't work in one media, might excel in another - what doesn't work as a blog topic could make an insightful visual content piece. To

expand your reach and accelerate your content engagement, experiment with new media and channels regularly – and don't be afraid to mix and match if it fits with your buyer personas. Remember that different buyer personas will respond differently to visual, video and written media, and you need to experiment to find what works best.

You're now at a stage where you can begin mapping out your ideas in your Ultimate Content Marketing Planner (2.0). Use the information you've gathered in the last 3 sections of this guide to start filling out your ideas across stage 1 and 2 of your Ultimate Content Planner template – [you can download it here for free.](#)

Don't be afraid to mix and match if it fits with your buyer personas.

#Tweet this Quote



# Where & How

## Step 5 - Be in the right place, at the right time

Being timely can make or break your content marketing strategy, so it's essential you deliver it to your prospects in the right place at the right time. Once you've decided the 'What' you need to decide where and how you're going to distribute it.

Now's a good time to review those buyer persona's again to define where and when your prospects are hanging out. What social media channels do you find them on? How regularly do they check them? Find where your buyer personas spend their time and ramp up your efforts to be present.

#Tweet this Quote 

Being timely can make or break your content marketing strategy.

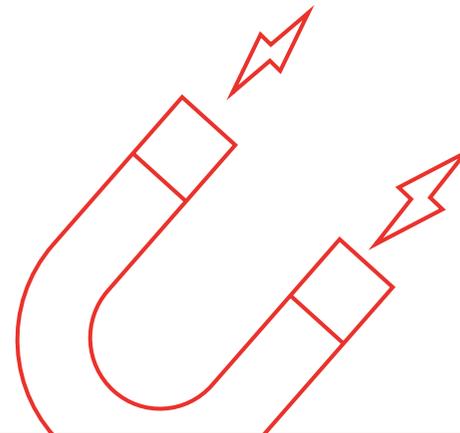
23%



And that doesn't just apply to social media channels, [23% of a user's time online is spent between social media and blogs.](#)

Think about incorporating multiple distribution channels into your content strategy. It'll help expand your content's reach and place your brand right in front of your personas' nose. Find a good mix of opportunities by mixing and matching your options.

Widen your research by investigating the latest findings from industry leaders like the [Content Marketing Institute](#), the [IDM B2B Barometer](#) and the [Base One Buyersphere report](#). It'll give you a wider idea of where your personas spend their time and how they like to consume content.



# Tie it all together

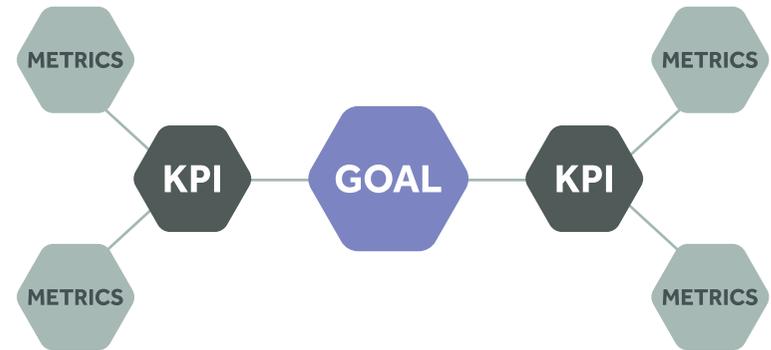
## Step 6 - Determine your goals and supporting metrics for success

Last but not least, ever least, you must determine and track the right metrics to measure your success. These metrics have to relate to your wider marketing and business goals if you want to prove ROI and make that content marketing budget increase next year.

By determining your goals and metrics now, you'll be able to focus your content creation later, based on where you need to get to. Think of that famous driving analogy... you wouldn't set off on a journey without first knowing where you're going and how you're going to get there.

By determining your goals and metrics now, you'll be able to focus your content creation later.

#Tweet this Quote 

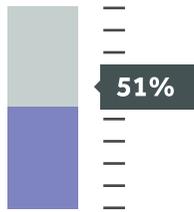


If you're truly lost and have no idea where to start, then try working backwards from your destination. **Start by identifying your one core content marketing goal and determining the related KPI's.** E.g. if you're aiming to improve engagement, what determines that improvement? Is it just social engagement? Or does it include your website traffic and activity as well?

**Then match up your basic supporting metrics to those content KPI's, you should be able to neatly tie back to your starting goal and 'voila!' you're accurately measuring and tracking content marketing performance.**

# Conclusion

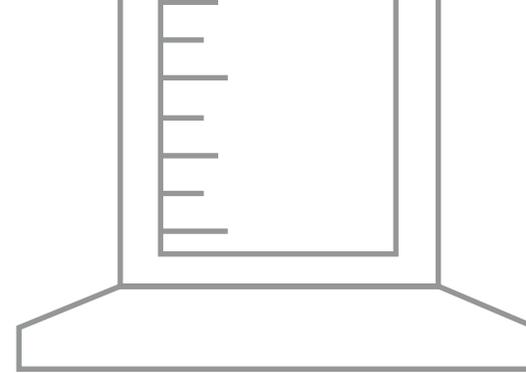
Whatever your business goals are, persona-driven content marketing is a powerful discipline that every B2B Marketer needs to master for success.



Follow these 6 steps and you'll be well on your way to building a content marketing strategy that converts. **Continue creating content without determining a strategy first (like the other 51%) and be prepared to potentially fall into the abyss of mediocre content.**

#Tweet this Quote 

Drive ROI by gaining visibility of your content marketing activity from source to sale.



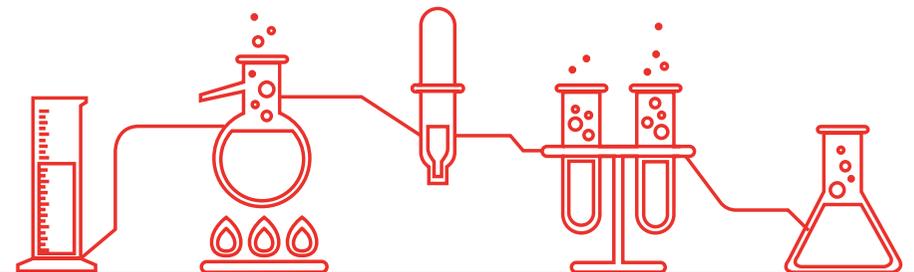
## About Us

Take your content marketing strategy to the next level with digital intelligence from Lead Forensics that you won't find anywhere else...

Lead Forensics can streamline your marketing activity by being your efficient central hub for lead generation, attribution and insight. Improve your content marketing performance and drive ROI by gaining visibility of your content marketing activity from source to sale.

Turn content marketing clicks into strategic insight with a free Lead Forensics demo and trial

**GET STARTED**



# Some other resources for you to download



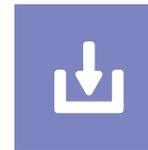
## The Ultimate Content Planner 2.0

This is the big daddy content planner we've been talking about throughout this guide – download your keepsake copy here. It's great for planning, measuring and optimising your content marketing efforts.



## The Ultimate B2B Marketing Kit

Thinking about investing in some paid content activity or planning a big project? Download your Ultimate B2B Marketing Kit here. Your survival kit for the modern B2B digital landscape (it's a jungle out there).



## The Rise Of The 5: The B2B Marketing Team You Can't Be Without

Inspired by recent findings in the IDM B2B Barometer, the rise of the 5 determines the core roles of a modern digital marketing team.



## The Lead Forensics B2B Sales & Marketing Blog

It's pretty sexy. And contains everything you need to optimise your B2B lead generation activity.