





Segmenting Your Audience and Mapping Out Your Buyer Personas

Marketers use several tools and methods to identify, segment, and target their desired audiences, but one of the best and most straightforward approaches is to build buyer personas.

A buyer persona is a description of the client or prospect you want to attract along with ancillary data that dictates how and where you market to them. These buyer personas go on to inform how you will tailor your marketing assets and workflows later in the plan.

► Elements of a Buyer Persona:

 <h3>Profile</h3> <p>Identifying characteristics such as their typical age range, location, profession, and more.</p>	 <h3>How They Learn</h3> <p>A breakdown of the places they find out new information such as Cable TV, newspapers, blogs, and social media.</p>
 <h3>Biggest Concerns</h3> <p>The most pressing financial concerns they think about often, including retirement, funding a specific goal, business planning, vacations, etc.</p>	 <h3>Channels</h3> <p>The various marketing channels you will use to reach your intended audience. These often correspond to the places they learn and include email, social media, blogs, and TV ads.</p>

► Put it to Work:

Audience	Profile	Biggest Concern	How They Learn	Relevant Channels
Audience Summary	Age, Race, Career, etc.	Retirement, education, saving, business planning, etc.	Watching the news, reading blogs, social media, peer groups, etc.	Social media, email, tv, trade publications