JAKOBSTADSREGIONEN
PIETARSAAREN SEUTU

Österbottens förbund
Pohjanmaan liitto

YRKESHÖGSKOLAN
NOVIA

Ett kundfokuserat värdeerbjudande.

Persona vs ICP

- Persona = En beskrivning av en ideal köpare
  - Vem är det som vill köpa våra produkter/tjänster
  - Varför vill de köpa våra produkter/tjänster

- Ideal kund profil = En beskrivning av en ideal kund
  - Vilket slags företag vill köpa våra produkter/tjänster
  - Varför vill de köpa våra produkter/tjänster

Källa: Vainu, Joacim Mäkinen

Identifiera segment

- Firmografiskdata
  - Storlek
  - Industri
  - Marknad (Geografi)

- Teknografiskdata
  - Digitalisering
  - System

- Händelsedata
  - Nya beslutsfattare
  - Finansiering

Källa: Vainu, Joacim Mäkinen

DIY – Do it yourself

Geografi:
Tre exempel på dina nöjdaste kunder:
Storlek:
Industri:
Beskriv vilka liknande särdrag företag har (i tre meningar):
Vilka kunder har de och i vilket segment?
Vilka relevanta teknologier använder de?
Vad hände i företagen före de valde att bli kunder?
Vilka utmaningar kan du lösa som dessa kunder har?

Länk till ICP-modell

Källa: Vainu, Joacim Mäkinen

PERSONAS

En modell eller ärketyp för faktiska kunder

Ska vara så tydlig att du känner igen henne eller honom om du skulle möta dem i verkligheten

Skapa en karaktär som har specifika mål och som agerar på ett specifikt sätt

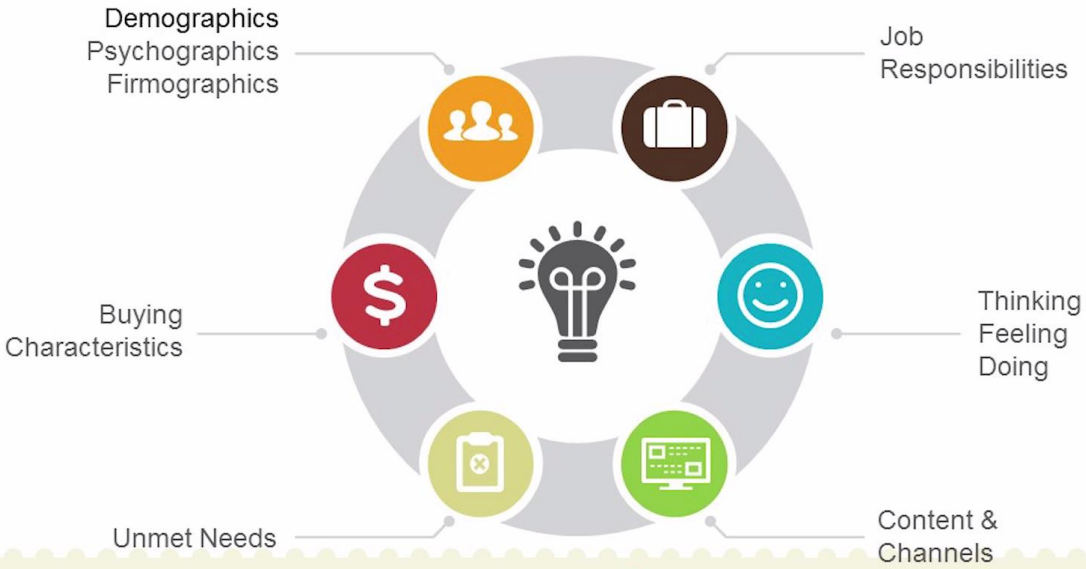
Testa din persona mot verkliga kunder i looparna för att få en bättre utgångspunkt för att utveckla ditt värdeerbjudande.

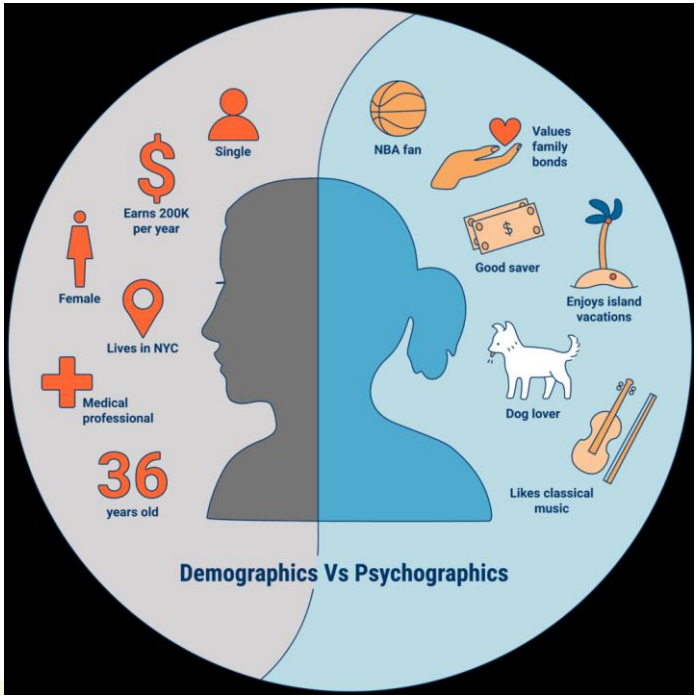
Alan Cooper, *About Face 3: The Essentials of Interaction Design*

DRIVHUSET

I SAMARBETE MED CHALMERS SCHOOL OF ENTREPRENEURSHIP

Elements of a Persona Analysis





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HUR KAN DU SAMLA DATA FÖR PERSONAS?

1. Köpt data
2. Skrivbordsinsamling (analys av sekundärdata)
3. Enkäter i sociala medier
4. Kontaktformulär för datainsamling - gratis innehåll
5. Uppdatera din profil – mail
6. Förfrågningar till personer i databasen

Sekundärdata
Sekundärdata är den information som redan finns tillgänglig och som kan vara bra som referensinformation till din egen undersökning. Sekundärdata kan innefatta information från hemsidor, muntliga berättelser, mötesanteckningar, dokument, tidningsartiklar, myndighetsinformation, tidigare undersökningars resultat m.m.

Primärdata
Primärdata är all den information som du själv samlar in i undersökningen. Du kan samla in ny information genom enkäter, intervjuer, observationer eller experiment.

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POSSIBLE CONTENT IN A BUYER PERSONA

- ✓ Personal Info & Personality
- ✓ Professional Info & Industry
- ✓ Personal Values and Professional Values
- ✓ Fears & Challenges
- ✓ Goals & Motivations
- ✓ Media & Technology Usage
- ✓ Income or Budget
- ✓ Team, Reporting & Hierarchy
- ✓ Hobbies & Interest

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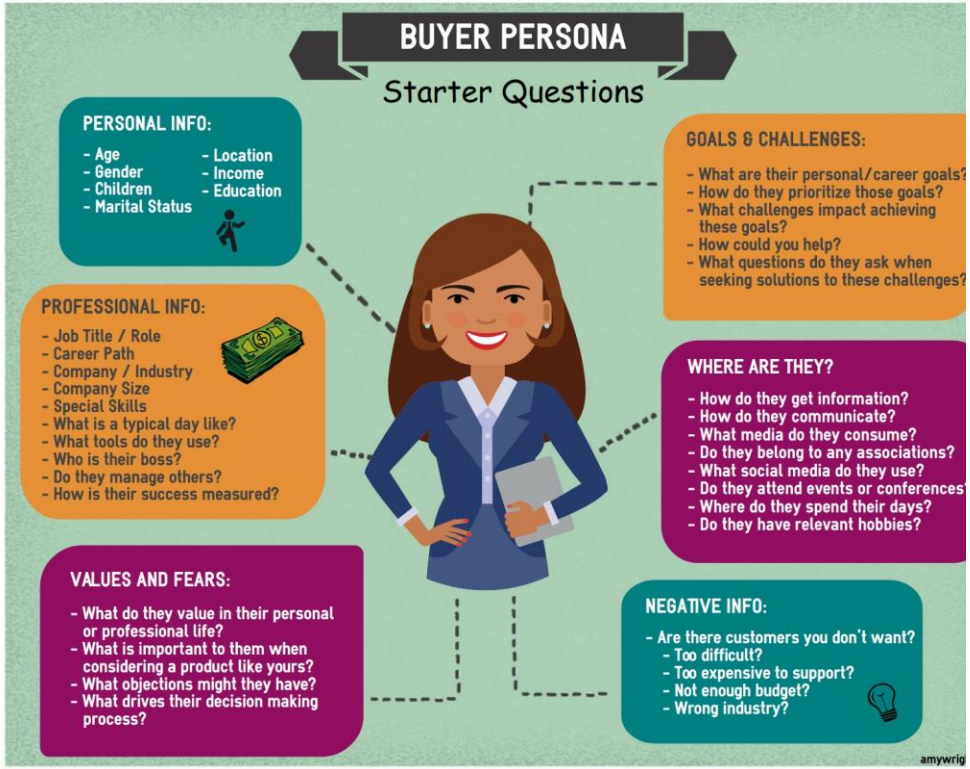

https://www.goodtoseo.com/what-is-a-buyer-persona-and-why-is-it-important/

Tommy Technology

Background:

*Staff Accountant at Founder Accounting

*Completed his undergraduate degree at Penn State and his masters at Cornell University

*Has a serious girlfriend and two dogs (a Labrador retriever and a pug mix)

Demographics:

*Male

*Age 34

*Annual HH income: $125,000

*Lives in a townhouse-style condo in an urban area

Goals:

*Become a senior accountant within 3-5 years

*Achieve a salary of $80,000 so that he can purchase a single family home

*Network aggressively in order to build professional contacts

Tommy Technology

Hobbies & Interests:

*Running 5K races with his girlfriend

*Watching Game of Thrones

*Going out to brunch with other young couples

*Taking one nice vacation a year to established tourist destinations

Challenges:

*Wants to have a more modern website, but isn't the final decision-maker

*Struggles with being seen as the "young guy" in the office and being taken less seriously as a result

Common Objections:

*I love the idea of a new website, by my boss will never go for it! He doesn't see the value in new technology.

*I'd love to get started on a new website, but I don't think I can get buy-in from my boss. He never takes my ideas seriously.

Biggest Fears:

*Getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like

*Economic recessions that mean he'll never be able to retire

*Life passing him by too quickly

https://www.fiverr.com/marketer100/create-buyer-personas-to-help-you-increase-product-sales

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TAMARA CAVANDISH

BUYER PERSONA TEMPLATE

AGE 45
OCCUPATION Planning Director
EDUCATION Engineering Degree, MBA
PERSONALITY Extrovert
STATUS Married

AMBITIOUS | EDUCATED | RELIABLE

"Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada."

MOTIVATIONS

GOALS

- Lorem ipsum dolor sit amet, consectetuer adipiscing elit.
- Maecenas porttitor congue massa posuere, magna sed pulvinar
- Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

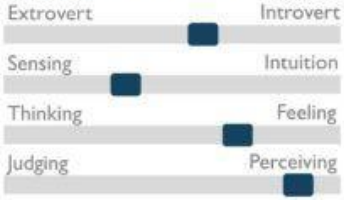
FRUSTRATIONS

- Pellentesque habitant morbi tristique senectus
- Netus et malesuada fames ac turpis egestas.
- Proin pharetra nonummy pede. Mauris et orci.

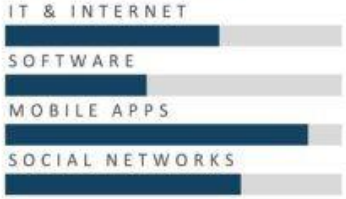
BIO

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus.

PERSONALITY



TECHNOLOGY



COMMUNITY

WEBSITES HBR, Bloomberg
JOURNALS Wall Street Journal
PUBLICATIONS BusinessWeek, The Economist
BRANDS Apple, Burberry

https://www.oberlo.com/ecommerce-wiki/buyer-persona

BUYER PERSONA		ONBOARDING REQ	FUNNEL CONTENT
	SDR SAM Age 20 - 35 Income $30k - $60k Industry: Tech/Real Estate/Finance Reports to: Sales Manager Responsibilities: lead scoring, closing deals, initial onboarding Goals: Hit targets, minimise admin	SOLO Onboarding requirements: Webinar Call on request Reduced email sequence Converts in 21 days LTV $505	**How to sell more** • Next Action Sales Bootcamp • Get Sales Done ebook • Handling Sales Objections • State of Sales Report 2017
	MANAGER MARY Age 28 - 55 Income $40k - $80k Industry: Tech/Real Estate/Finance Reports to: Sales Director, CSO Responsibilities: Assigning leads, managing sales team, assigning targets, reporting Goals: Efficiency, clear objectives, good communication	SMALL TEAM 2/10 users Onboarding requirements: Discovery call Webinar Check-in call Full email sequence Converts in 21 - 54 days LTV $1680	**How to manage a sales team** • Tips for managing remote sales teams • 6 steps to sales and marketing alignment • Choosing the best CRM guide
	BUSINESS OWNER BOB Age 35 - 65 Income $50k+ Industry: Tech/Real Estate/Finance Motives: New product dev, family Pains: Data entry, reporting, time management Business goals: expand market, 3x renvenue in next financial year	LARGE TEAM 20/100 users Onboarding requirements: Discovery call On-site onboarding Account Manager Additional sales resource Converts in 21 - 54 days LTV $5080	**How to hire great salespeople** • The 22 characteristics of great salespeople • Choosing the best CRM guide • Customer case study

www.wordtracker.com/blog/marketing/how-to-create-and-use-buyer-personas-to-drive-sales

https://www.onepagecrm.com/blog/build-buyer-persona

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Boosting Digimarketing in Jakobstad Region.

www.jakobstadsregionen.fi
www.pietarsaarenseutu.fi

#världensbästaplats #maailmanparaspaikka #thebestplaceintheworld

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