

This guidebook is all about building and critiquing PERSONAS - a critical tool for driving successful lead generation programs. How well do you know your target market? Can you paint a clear picture of their interests, desires, as well as the problems they are trying to solve? How about their buying process? Using job titles alone is not enough to focus your go-to-market strategy -- that's one dimensional. Marketers must be able to empathize with their target audiences. Building a persona is one of the most helpful steps you can take because without a 360 degree perspective, your lead generation programs will fail to connect. The persona is a fictional representation of a very real set of target buyers, focusing on who they are, where they work, and why they are a good target. Great marketing starts with a clean and focused understanding of who these people are and what makes them tick. And, the persona exercise is the fastest way to capture this information and align your sales and marketing teams. Each guidebook in The Marketing HIGH GROUND series shares a proven marketing best practice, offering quick-hitting, action-oriented techniques, templates, and examples that will guide you to the marketing high ground.

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