Today I'm going to share with you three buyer persona hacks you can use to reach your target audience. (You can also view this as a video on our YouTube channel.)

But, before I get to those killer tips, let's step back for a second.

The buyer persona – those we plan to market our goods and services to – is important to define prior to developing a content marketing strategy.

The goal is to provide **information, tips, tools, and more to** help **reduce their pain points** while considering your product or service as a solution. In the end, you want to know who your buyers are, and the type of journey they take as they move through a buying process. To get to the bottom of their buying behavior, you need to understand them fully.

The more you know about your ideal client, the better off you'll be picking the right social media platform to start with.

We use buyer persona templates to develop each **major persona type** for their individual business or their client's business.

The persona(s) are then leveraged to create **custom content** for their brand for each persona type.

That activity focuses on the language, images, social media platforms, media, hashtags, and more to any content they plan to develop.

We take time to narrow the market to three segments – (a) **target**, (b) **secondary level,** and (3) **reach markets**.

I recommend reviewing personas after large marketing campaigns, annual business goal meetings, and in cases when brands or products change.

Get laser-focused!
How to know your who, what, why, and how of social media.

1. Who specifically do you help?
2. What problem do you solve?
3. Why should your audience care?

4. How will your solution improve their life/business?

3 Buyer Persona Hacks…
1. Create a share a poll that identifies personal traits about your audience. Ask questions that may seem off-the-wall, but help you define who they are, like:
   - What kind of movies do you like to watch? (a) drama (b) sci-fi (c) action (d) romance, etc. This data informs how you create scenarios in content examples. Each genre lends itself to certain types of content headlines. Future storylines, promotions, graphics, etc. could then be based on the data.
2. Base assumptions on past experience, but test, test, test – everything!
3. SEO – this might sound crazy, but creating content using a question headline will often land in a higher spot on the search engines than non-question headlines.
   - For example, "Why is my business failing?" could potentially rank higher than "5 Reasons Your Business Is Failing" because Google likes to know you're helping people.

Now that you have the hacks, go out there and find your buyers!

Additional Resources
- [Buyer Persona and the Keywords That Attract Them](#)
- [Buyer Persona and Keyword Activity Guide](#)