



Buyer Personas: How to Gain Insight into Your Customer's Expectations, Align Your Marketing Strategies, and Win More Business

By Adele Revella

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Buyer Personas: How to Gain Insight into Your Customer's Expectations, Align Your Marketing Strategies, and Win More Business, Adele Revella, See your offering through the buyer's eyes for more effective marketing Buyer Personas is the marketer's actionable guide to learning what your buyer wants and how they make decisions. Written by the world's leading authority on buyer personas, this book provides comprehensive coverage of a compelling new way to conduct buyer studies, plus practical advice on adopting the buyer persona approach to measurably improve marketing outcomes. Readers will learn how to segment their customer base, investigate each customer type, and apply a radically more relevant process of message selection, content creation, and distribution through the channels that earn the buyers' trust. Rather than relying on generic data or guesswork to determine what the buyer wants, the buyer persona approach allows companies to ask the buyer directly and obtain more precise and actionable guidance. Buyer personas are composite pictures of the people who buy solutions, services or products, crafted through a unique type of interview with the people the marketer wants to influence. This book provides step-by-step guidance toward implementing...

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