Knowing your buyers is key to making informed sales and marketing decisions. That’s why organizations are increasingly making buyer personas a strategic priority for their organization. But to get maximum value out of your buyer personas, you need to think about how to build them. Here’s why:

1. **The INTEREST in buyer personas is growing**

2. **How EFFECTIVE are your buyer personas?**
   - 44% say buyer personas are effective
   - 29% say buyer personas are somewhat effective
   - 27% say buyer personas are not effective

3. **Interviewing real buyers tells you something you don’t already know.**

4. **Leverage Familiar Tools**
   - 70% of B2B buyers said to increase your online presence
   - 40% of B2B buyers said to increase your online presence

5. **5 Rings of Buying Insight™ reveal buyers in the context of the decision you want to influence, eliminating irrelevant data and reducing the number of buyer personas.**

**The BIG PAYOFF for Marketing: RESPECT**

By channeling the buyer’s authentic voice—directly, accurately and persuasively—the buyer persona gives marketing the confidence to say:

"This is what really matters to our buyers. So here’s the plan."

The insights you gather from buyer interviews are HIGHLY ACTIONABLE. You’d know precisely:

- **Who**
- **What**
- **When**
- **Where**
- **Why”

**WHO**

- buyers who are receptive to your message and sales

**WHAT**

- the best option for your solution

**WHEN**

- buyers are ready to take action

**WHERE**

- buyers are located

**HOW**

- buyers purchase your company or competitors

**WHY**

- buyers are motivated to change after implementing your solution


**2.** ITSMA Survey: Increasing Relevance with Personas and B2I Marketing, March 2014

**3.** Presents: Buyer Persona Institute Certification Program. Learn more about Buyer Personas.