

3 Steps to Perfecting Persona Workflow

30 Day Research and Campaign Development

CAMPAIGN GOAL	
WHAT THE CAMPAIGN WORKS TO ACHIEVE	Develop initial framework for content marketing, search and social media. Drive leads to the site by active outreach, while developing content to be scheduled our regularly, allowing search presence and social media to help develop new leads and sales.

CALL-TO-ACTION	
WHAT AUDIENCE IS ASKED TO DO	Download whitepapers and related media (audios, video, read the blog, convert to email for leads, and request for demos.

CAMPAIGN CALENDAR	
START DATE	01-Jun-17
END DATE	17-Dec-17
PRE-CAMPAIGN PROMOTION RELEASE DATES	July 1 - August 1, 2017
PEAK DATES	August 1 - December 10, 2017
RESEARCH REPORT & FINDINGS	Monthly updates

STEP 1. SEARCH AND THE TRIGGER WORDS YOUR AUDIENCE USES TO DESCRIBE THE PROBLEM		
	PRIMARY USE	SECONDARY USE

What Are People Searching For?	Go to SerpStat.com and enter a keyword, or competitors URL. Look for the way people describe what they' are looking for, what words repeat, and what you will use in your own marketing	Gather the top 10 initial keywords from Organic search, and the top 10 keywords from Paid Adwords (Pay Per Click). Compare your customer's keywords to your competitor's Adwords keywords they use to market.
What Are The Top Search Results?	Find out who's on the Top 10-20 listings; are they competitors or are their terms that make the results muddled?	Use AHREFs.com to find out who links to these top results, how many link, and how they link (blog posts, reviews, events, etc.)
What Questions Are People Asking?	These questions form the core of your copy, as well as content you'll develop for your web site and social media. Know the most important questions and focus on these.	Find the 3 perfect questions for your 3 Perfect Personas, the why they buy.

What content is your competition sharing?

Use this to determine if you should create similar content, different content, or simply update their old content and publish a new article that may rank higher than the old article.

Determine where in the funnel - top for introductory info, middle for Education, and bottom for sales and convesion - the content you find fits.

STEP 2. SOCIAL MEDIA INFLUENCERS, CONNECTORS, HASHTAGS, AND CONTENT

Type	WHAT TO LOOK FOR	DESCRIPTION
What social channels are most active for your audience?	Define which social channels are used by your audience, and what time of day they frequently use it. Which social channel will you focus on?	Integrate messaging with visuals to amplify results; adapt for 3 specific Personas to ask niche questions.
Who are the influencers, those who lead, and connectors who bring people together?	You can find Influencers on any social marketing tool, but look for the ones who get engagement and response. Look for connectors in their audience as well.	Get a list of important people in social media, engage with them, and find out what they share with your audience in terms of content.
What competitors are active, and marketing, on social?	Many opportunities exist on social media because the competition has given up. Social also adds to search engine rankings, so see which active social companies rank for keywords.	Keep a list of the headlines and marketing campaigns you find with your competition. What time of year do they do these, and why? What words create engagement?

What Articles Are Popular?	Research what types of articles rank highly, and get shared, broken down by social channel (ie, is it just one or a combo of channels that respond.	Use existing photos and videos, plus small infographics, ad creative photos, and other graphics needed.
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STEP 3. MESSAGING BY THE NUMBERS

TASK	NOTES	TIMING
Bring your keywords lists, headlines, and content from search.	Rank these by search first, then pick out the top 3 messages you've found.	5 hours, don't overthink here. Make sure you keep track of which companies dominate search as well, because your search copy will compete with their words.
Integrate your lists of Social Influencers, connections, and content.	Rank these by popularity and engagement, while also watching which companies lead in social. Do they also compete well in search?	5 hours may seem like a long time here, but you want to know more than who the Influencers are; what are the signs that their messaging touched an audience, and what time of month/year?
Create your 3 key Personas?	Where do they live? What makes each unique?	Most will rush through this in an hour, successful models usually take 5 hours to break them down, and have another 3 Personas ready if any of these are poorly suited.
Personalize headlines, keywords, and messaging for each on search and social media.	Develop marketing for each Persona to discover which ones respond to your messaging. Replace a Persona if it doesn't perform after 6 months.	Find a few items to insert - more than just a name, where they are located, who they work for if relevant, and other info that will focus your messaging on a specific market.

METRICS		
	GOALS	WHERE

Conversion to Social Lead; raw leads from initial contact on social.

Conversion rate - Social Leads to Qualified Leads by Social Channel

Cost Per Qualified Leads – before the call

Cost Per Phone or in Person Meeting – do they show up?

	Web site, LinkedIn, and Twitter focus
	Marketing CRM or Google Analytics
	Leads take 3-12 months to close; this number is for actual leads ready to buy.
	Google Analytics