



CONTENT MARKETING

DIGITAL MARKETING

SEP 15, 2020

# Leveraging Customer Personas in Your Content

Are you looking for a way to boost your content? Whether you're looking to enhance search engine results or simply want to elevate your content, developing a customer persona strategy for your brand or clients is a sure-fire way to engage your audience and get the results you're looking for. This article takes a snapshot of the persona creation process and how you can use it to your advantage.



About the Author  
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Content manager Kayla Kinney joined the Aronson Advertising team in 2014. She graduated from Columbia College Chicago with a focus on creative writing, and since then, she's contributed her voice to a number of websites and online magazines, focusing on a variety of subjects. Outside of work, Kayla loves to read, play music, and attend as many concerts as she can.

## What is a Customer Persona?

Customer personas are representations of your real website visitors that you build from various behavioral, demographic, and lifestyle data to help you better understand who they are, so you can engage with them on a more personal level and deliver what it is they are looking for; they're created by using data-driven research in combination with qualitative methods, like observations. The purpose behind a persona is to help you get inside the head of users' interactions, intentions, and how they spend their time on your website. Knowing this information can help lead you in the direction of an informed perspective of who your customer actually is.

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## How Do I Create a Persona?

Although there's no one-size-fits-all approach to creating a persona, there are some solid first steps you can take to get the train moving.

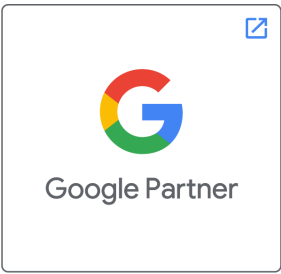
- **Start small.** Go into the analytics program you use for your website data and review visitor demographics. Identify key demographics like gender, age, and location. From there, you can choose to view additional data sets like the device they're using, which of your landing pages they land on most frequently, and the time of day they're viewing those pages. There's truly no right way to do this; you must figure out the needs of your clients and base your research off those goals.
- **Identify user interests and affinity categories.** To help you discover a different side of your users, search their interests in your analytics platform. While most interests

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will show up in broad categories like car enthusiasts, entertainment, and shopping, you can make assumptions about the users who are interested in your product when you combine these insights with demographic data.

- **Get creative!** Now that you have the data regarding your audience, you can create a profile and utilize character development. Intertwining the role of psychographics – understanding buyer habits, hobbies, and values – is also essential here. This is the time in which you can take some creative liberties and figure out who you think your customers are.
- **Use customer personas in your content.** Once you’ve fully established your personas, begin to implement them into your content. Before you publish a piece of content, ensure you’re writing to the personas you’ve created.



Although the process of persona creation can seem daunting at first, pushing through the seemingly endless periods of research and data will surely pay off, both in terms of visitor appeal and personalized communication, as well as website performance.

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