



HOW TO CREATE
BUYER PERSONAS

TO BETTER SERVE YOUR CUSTOMERS AND
GROW YOUR SENIOR LIVING BUSINESS



ADVANCING YOUR SERVICE

Welcome

We're delighted that you've chosen to engage your senior living clients more deeply by describing the personas, or types of individuals, that you serve.

Outcomes:

- Through this effort your team will be able to identify and understand who your various potential clients are and how to be of most effective service to them.
- It will also strengthen your marketing efforts because you can now attract new clients by generating conversations about the topics they are most concerned about.

THE MOVE TEAM



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WHAT ARE BUYER PERSONAS?

Buyer personas are fictional, generalized representations of your ideal customers. Positive Personas, or “Personas for Pursuit,” help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest buyer personas are based on market research, as well as on insights you gather from your actual customer base (through surveys, interviews, etc.). Depending on your business, you could have as few as one or two personas, or as many as 10 or 20.

Note: If you're new to personas, start small! You can always develop more personas later if needed.

WHAT ARE PERSONAS FOR REFERRAL

Whereas a Persona for Pursuit is a representation of an ideal customer, a Persona for Referral (sometimes called a “negative” or “exclusionary” persona) is a representation of a prospect who would be better served by another organization.

These are individuals who do not fit the environment you have shaped as a brand. They may want a different setting—country versus city, separate living units versus one large building, campus-based versus in-home. Whatever those factors, it is important to know who is not a fit so that you can refer them and then focus on those whom you can best service.

HOW CAN YOU USE PERSONAS?

For your marketing, personas allow you to personalize or target your efforts for different segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.

If you take the time to create both Personas for Pursuit and Personas for Referral, you'll have the added advantage of being able to segment out contacts that are poor matches for your services. This helps you focus your budget on the prospects you can best satisfy, achieving a lower cost-per-lead and cost-per-customer (and higher sales productivity).



HOW DO YOU CREATE PERSONAS?

Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers, prospects, and those outside of your contact database who might align with your target audience.

Here are some practical methods for gathering the information you need to develop personas:

- Interview customers either in person or over the phone to discover what they like about your product or service.
- Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.

HOW DO YOU CREATE PERSONAS?

- When creating forms to use on your website, use form fields that capture important persona information. (For example, if all of your personas have critical family influencers involved in their decision, ask each lead for information about those key family influencers. You could also gather information on what forms of communication your leads use by asking about their preferences.)
- Take into consideration your sales team's feedback on the leads they are interacting with most. (What types of recruiting cycles does your team work with? What generalizations can they make about the different types of customers you serve best?)

HOW DO YOU CREATE BUYER PERSONAS?

You can use the following template to organize your persona data.

First, we'll walk you through two examples, then we'll leave you with some blank templates so you can get to it!





MEET CATRINA

1 Description

- Daughter who must find a way to care for aging parents who soon will not be able to live at home.
- She has two older brothers but the task has fallen primarily to her.
- Age 48, married with 2 children (16 and 13).
- Dual HH Income: \$110,000, Suburban home.

2 Situation

Catrina has a calm demeanor but is feeling some shame about not being able to take care of her parents all by herself. She is concerned that mom or dad may take a fall and go into the hospital. She's just now realizing she has to do something and doesn't know where to turn or where to find credible information.

3 Need

Catrina needs someone she can speak to that will not be judgmental or have a sales pitch. She knows her parents will have a lot of resistance to moving and her brothers will want to know that it can work out financially. She wants to gather her information first and then do some tours. She can only do the tours after she has come back from work and gotten dinner for the kids or on a Saturday. "Where do I start? Who can I trust?"



MEET SALLY

1 Description

- 82 years old, living alone at home, in good health and mental awareness.
- Her children live out of town.

2 Situation

- Sally knows she needs a hip replacement in the next year. She will need rehab at an in-patient facility and, most likely, some in-home care after rehab.
- She has Medicare coverage and additional medical insurance. She believes that together these will cover surgery and rehab care. She thinks that the in-home care will probably be private pay.

3 Need

She has never been to a rehab facility and doesn't have any idea how to judge which one is better. She imagines the hospital will give her some options but she would like to know before the surgery. She wants to make certain that she doesn't fall or get an infection after surgery, requiring a return to the hospital. "What rehab center should I go to? How will I get help for the first month or so after I return home?"

YOUR TURN!

We've provided blank templates for developing three personas.



MEET

1 **Description**

2 **Situation**

3 **Need**

 **MOVE**

MEET

1 **Description**

2 **Situation**

3 **Need**

 **MOVE**

MEET

1 **Description**

2 **Situation**

3 **Need**

 **MOVE**

ABOUT US

MOVE Communications is an integrated marketing communications firm that helps the right customers find you and then engage in conversation about their needs and your solutions. Founded in 1984, our specialty is telling your story with emotional impact to help you MOVE ahead.

YOUR ASSESSMENT WITH AN INBOUND MARKETING SPECIALIST

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