

Identify ideal customer profiles, then find more of them with core data insights from well-defined buyer personas

THE BUYER PERSONA SERVICE PACK

A buyer persona is a detailed profile of your ideal buyers based on market research and real data modeling based on your actual customers. The more detailed your personas are, the better results they will yield. Persona's can take on many structures from Account Personas that describe common buying committees to individual Buyer Personas that describe common individual roles, traits and personalities.

LeadMD's **Buyer Persona Service Pack** provides an in-depth in-depth analysis and representation of these common buying models. *The result?* You'll be able to align everyone in your company on what the buyer cares about and finally build content that is mapped to the entire buyer's journey.

What it takes

Discover



Interviews with employees and participating clients using in-person, phone and survey-based data consolidation
Data modeling based on "best buyer" transactions from historical deal cycles.

Define



Review existing customer data via CRM & Marketo
Establish organizational TAM, ICP and IBP (total addressable market, ideal customer profile, ideal buyer profile)

Deliver



Translate findings into an easy to digest asset for marketing and sales teams
Includes: Preferred content types, personality types, buyer journey maps, BANT attributes, and more

Deliver returns on your investments, time and time again

WHAT YOU GET

The Outputs

- 3-5 buyer personas, with all data points needed to build out database segmentations
- Organizational TAM, ICP and IBP to ensure targeted sales efforts
- Findings translated into an easy to digest asset for your marketing and sales orgs



HOW YOU'LL HELP

The Inputs

PLEASE NOTE: There's a reason this is one of our most client-dependent service packs.



To build your personas, we'll need **4-6 weeks** to interview employees and participating clients.

The Bottom Line

With this service pack, you'll be able to find out who your best buyers are, then replicate their experience for future customer interactions. Buyer personas provide powerful insights. You can finally know which roles are involved in the decision making process and how much sway they have in a decision.

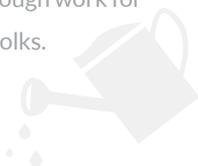
Ready to spend time on your most interested and qualified buyers?

[GET STARTED TODAY](#)

Other services that will help your team succeed in digital marketing

Lead Nurturing

If the lead lifecycle is an engine, nurture programs are the fuel. Ensure you have enough work for those thirsty sales folks.



Business Process

When sales and marketing are aligned, the right deals can be closed and in less time.

Let us forge this alignment through a more fluid business process.



Content & Usability

Is your content all over the place? Do you not have the resources to pull together the content library? We can help with that and much more!

