

Creating Persona-driven Webinar & Event Strategies



How to Create Webinar & Events Strategies that Serve Your Buyer Personas

In the world of marketing, one size does not fit all. Best-in-class marketers understand that one of the keys to truly effective marketing is knowing your buyer and demonstrating you can solve their challenges. Though the textbook marketing failure of the Chevy Nova was determined to be an urban legend, the story still offers an important lesson. The supposed oversight of launching the Chevy Nova (Nova translates to “it doesn’t go”) in both English and Spanish-speaking regions teaches us that a blanket approach to marketing doesn’t work well. Taking the time to do your homework on each of your audiences will help you craft campaigns that speak to their unique motivations, goals, and challenges.

Successful event and webinar strategies are developed using the same principle. In this guide, you’ll learn how each buyer persona drives content, event format, and timing. It will also explain how a data capture strategy can help you generate the needed data points to deliver successful webinars and events that advance your buyers along the buyer’s journey.

Why Define Your Buyer Personas?

A recent survey found that 80% of consumers are more likely to purchase when brands offer personalized experiences. Personalization is powerful! But in order to deliver personalized experiences, marketers must work backward by developing clearly defined buyer personas—which translates to collecting as much data about each persona as possible.

Mature marketing teams have learned that data is critical to segmentation, and segmentation is critical to creating personalized messaging. They’ve also learned that data collection and segmentation isn’t limited to demographics like job title and seniority level but can be expanded to collect deeper insights like buying stage and use case.

For example, a marketing technology platform may have three personas, as defined below. With just role and job title alone, you can easily segment your audience to deliver three different messages across three different formats to meet the needs of three different work schedules. Imagine how much more personalization becomes possible with each piece of new data!

Example Personas

Persona 1	Role: Decision Maker Title: Chief Marketing Officer, Vice President of Marketing, etc.
Persona 2	Role: User Title: Marketing Manager or Director
Persona 3	Role: Economic buyer Title: P&L Owner, CFO, Procurement

Optimizing Your Data Capture Strategy for Each Persona

How do you gather data for buyer personas? While salespeople and online research are excellent sources of buyer information, world-class marketing teams are leveraging the power of technology to collect high-quality, first-person data.

Leading event technology platforms now offer the capability to collect data about your participants through forms, progressive profiling, and polls. Instead of collecting purely tracking data that is increasingly subject to regulation, attendees provide information through each touch point directly. And with the power of dynamic forms and progressive profiling, information collected at each subsequent interaction provides a more detailed buyer profile.

For example, a registration form can encourage registrants to provide their first name and email address. However, a poll at the beginning of the webinar could ask attendees to choose the most important objective they hope to achieve by attending your event. This approach lets you capture your audiences' basic information first, then progressively collect more insight into attendee goals. Similarly, a poll launched at the end of the webinar can ask each attendee's timeframe for solving their challenge. Each data point collected can match to a field in your customer relationship management system or marketing automation solution, making it available for follow-up campaigns or future event invitations.

Developing Persona-specific Content Strategies for Webinars and Events

Ideally, your content for any single event should act as a stepping stone, giving your buyer the information they need to progress toward a purchase. When considering the topic, ask yourself what information would resonate with each persona at different points in their decision process. For example, instead of only offering product demonstrations across the board, create varied content for each persona. Here's a look at the type of content that might work best for each of our example personas:

Example Personas

Persona 1

Role: Decision Maker

Title: Chief Marketing Officer, Vice President of Marketing, etc.

The decision maker is often looking to solve a high-level business problem, in addition to social proof and a positive return on investment. In this case, a CMO or vice president of marketing needs to understand how the tool will support their marketing targets.

Top-of-the-Funnel Content Example:

Best Practices for Using Social Media to Grow Your Funnel

Middle-of-the-Funnel Content Example:

Jump Start Your Funnel With the Top Ten Features of XYZ Social Listening Tool

Bottom-of-the-Funnel Content Example:

How ABC Brand Uses XYZ Social Listening Tool to Increase MQLs by 40%

Persona 2

Role: User

Title: Marketing Manager or Director

Users like a marketing manager or marketing director will be more concerned about improving their skills, solving day-to-day challenges, and gaining insight into individual use cases. In the awareness stage or the top of the funnel, a marketing manager may be drawn into an educational webinar on mastering social media calls to action. However, middle-of-the-funnel content may look different, such as how to set up conversation monitoring by social channel or how to pull engagement data from the last 30 days.

Top-of-Funnel Content Example:

Three Types of Calls to Action to Increase Facebook Ad Conversions

Middle-of-Funnel Content Example:

Using XYZ Social Listening Tool to Track Brand Awareness

Bottom-of-Funnel Content Example:

How ABC Client Used XYZ Social Listening Tool to Develop One of the Most 50 Active Subreddits

Persona 3

Role: Economic buyer

Title: P&L Owner, CFO, Procurement

Economic buyers make decisions based on costs and benefits, dollars and cents. This persona will be interested in ROI calculations, reporting features, or how the solution can boost revenue, reduce costs, or minimize risk. Start with broader, educational content at the top of the funnel and work your way down to specific use cases and testimonials.

Top-of-Funnel Content Example:

Eight Tools to Help You Tie Marketing Dollars to Revenue

Middle-of-Funnel Content Example:

How to Generate ROI Reporting in Under 5 Minutes Using XYZ Tool

Bottom-of-Funnel Content Example:

Three Brands That Used XYZ Social Listening Tools to Generate a Positive ROI

Dialing-in Your Event Format and Timing

The event format and timing will also depend on your specific persona. Due to time constraints and competing priorities, it may be challenging to nail down a VP of marketing or a CMO. This persona may only be able to dedicate 20 minutes to an on-demand event over lunch. In this case, the content should be convenient, snackable, and make the point quickly.

Marketing managers or directors, however, are more likely to be drawn in by informative content that excites them or teaches them something new. This persona may appreciate a full-day or half-day conference with post-event recordings available on-demand. And similar to the decision maker, the economic buyer may only need a 15-minute on-demand video to validate the purchase decision.

Example Personas

Persona 1	Role: Decision Maker Title: Chief Marketing Officer, Vice President of Marketing, etc. Format: 30-60 minute online event over the lunch hour, evening, or on-demand
Persona 2	Role: User Title: Marketing Manager or Director Format: Half-day interactive training offering with leave-behind on-demand recordings and guides
Persona 3	Role: Economic buyer Title: P&L Owner, CFO, Procurement Event Format: 15-minute webinar featuring 3x 5-minute ROI case study videos followed by Live Q&A

Putting It All Together

Though your team may have a common understanding of your buyer personas, putting pen to paper to truly document the details of how you align your personas to your webinar and events strategy will prepare you for success in delivering the right message to the right audience at the right time. This deeper approach to segmentation will allow you to deliver the personalization needed for meaningful events and webinars that speak to each audience and move your buyers closer to a purchase.

About BigMarker

In 2010, BigMarker pioneered the webinar and virtual events space as one of the first live video platforms on the web. Today, we're a category leader helping thousands of companies accelerate demand generation and deliver targeted content experiences at scale. Regardless of your CRM, MAS, and business environment, BigMarker's unparalleled customization, expertise and partnership-approach help you achieve your unique demand generation goals.

Reach out to us at sales@bigmarker.com to see the difference today.