

COMPETITIVE MARKETING S U M M I T



Understanding Buyer Personas

*and How to Use Them for
Competitive Marketing*

Tracie Stamm

Ben Scheerer

Title Sponsor





What is the Competitive Marketing Summit?

The #1 competitive intelligence community dedicated to the high-tech industry

Competitive marketing is the acquisition and assimilation of competitive intelligence into the marketing, sales, and business functions to better differentiate your company, products, and services

2018 & 2019 in-person - 2021-2022 Virtual





Tracie Stamm
Director, Product Marketing
at Replicated



Ben Scheerer
Founder
Competitive Marketing
Summit

Understanding Buyer Personas and How to Use them for Competitive Marketing

An essential go to market element for product marketers is to identify and understand their key buyer personas. Competitive marketing takes that a step further where personas can be further understood as they relate to your organization's competitive products and solutions.

Join Tracie Stamm and Ben Scheerer as they discuss the essential elements of buyer persona research and including the competitive persona as a necessary piece for your go to market execution.

Learning outcomes:

1. Understanding the goals and elements of a successful buyer persona research project
2. Tools, best practices and expected outcomes for buyer persona research
3. What makes a successful competitive persona project different and valuable to your overall GTM

**Thursday December 9th,
2021, 10AM PT, 1PM ET**

<https://bit.ly/CMSPersonas>



© 2021-Deepsnow Events LLC
competitivemarketingsummit.com



Our Presenters



Tracie Stamm

Director, Product Marketing, **Replicated**

tracie.stamm@gmail.com

@traciestamm



Ben Scheerer

Co-founder, **Competitive Marketing Summit**

Senior Principal Product Marketing Manager, **Red Hat**

ben@competitivemarketingsummit.com

@benscheerer

Thank you to our Sponsors





**A Global Leader in
Primary CI and
Strategic Analysis
since 1992**

10,000+ Industry Contacts and
60 Senior Market Investigators,
with seasoned analysts in
50+ countries



-  **IT and
TELCO
GROUP**
-  **DIGITAL
HEALTH
GROUP**
-  **LIFE
SCIENCES
GROUP**

**Innovative Strategic Consulting &
Primary Competitive Intelligence,
specializing in IT /Telco and Life Sciences**

- Proven, structured intelligence gathering methods to deliver innovative, competitive and actionable results
- Loyal Fortune 500 clientele

FIRST-IN-CLASS SERVICES

such as

| | | | |
|----------------------------------|-----------------------|--|-----------------------------|
| Trade Show & Conference Coverage | Competitor Deep Dives | Pricing & Cost Structure Intelligence | Competitor Attack Programs |
| Counter-Intelligence Training | Tracking & Analysis | Pre-Sales Intelligence | “CI hotline” Ad Hoc Support |
| Scenario Planning Workshops | Win/Loss Analysis | Best Practices & Benchmarking Research | Strategic Partnering |

POLL #1

Do you do use/develop user persona research in your current role?

- Yes
- No
- No, but I plan to..



Agenda

- What are buyer personas and why use them?
- Who can use buyer personas?
- How to build buyer personas?
- How to leverage personas in competitive marketing?
- Learning From the School of Experience
- Next Steps to Bring Personas to Life

Buyer Personas: What Are They?

What | Personas are a *representation* of the people and roles that buy your product or service.

Why | Personas are used to align cross-functional teams, target messaging, inform enablement and roadmap.



Gain a clear understanding of who you are selling to



Build consistent positioning, messaging & GTM strategy



Layer in to sales enablement and product roadmaps

Who Can Leverage Buyer Personas?



PMM & Corporate Marketing

- Build better, more targeted content
- Deliver that content to the right audience at the right time over the relevant channel(s)



Sales

- Tailor sales pitch to audience's specific motivations, pain points and job role
- Better align enablement tools



Product Management

- Build and prioritize roadmap based on target buyer

A Point of Distinction: Buyers vs. Users

User Personas

- Profile of the *end user*
- Understand end user needs
- Improve customer experience
- Deliver the right product, feature, and/or UX to the right user
- Leveraged in product design

Buyer Personas

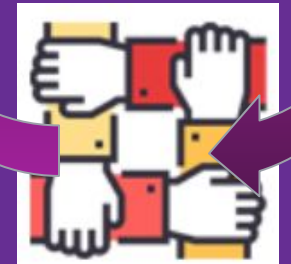
- Profile of the *buyer*
- Understand buyer needs
- Align messaging & GTM etc.
- Deliver relevant messages to the right buyer
- Leveraged in product marketing

How to Build Your Buyer Personas?

1. Define & socialize your goals
 - Align to market problems- know your audience
2. Build or buy?
 - Decide whether to partner for design and research or leverage internal SME
3. Pilot with a small subset of top personas
 - Draft your persona 'roster', ID top personas
 - Flesh out the form factor and persona attributes
 - Socialize with key stakeholder
4. Build out your full persona bank
5. Launch to cross-functional internal users
6. Plan governance and maintenance



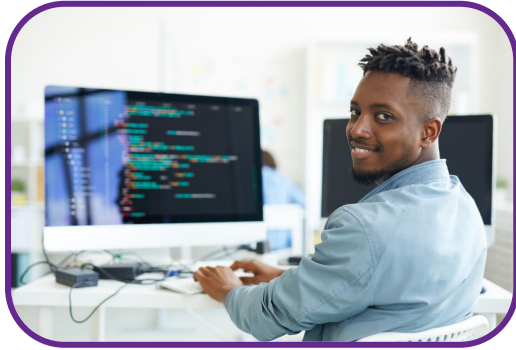
Develop / edit



Communicate /
Gather Feedback

COMPETITIVE
MARKETING
S U M M I T

An Example



Persona: Application Developer

Possible titles / cross functional roles

- Application Developer / Application Architect
- DevOps engineer
- Site Reliability Engineer (SRE)

Messages:

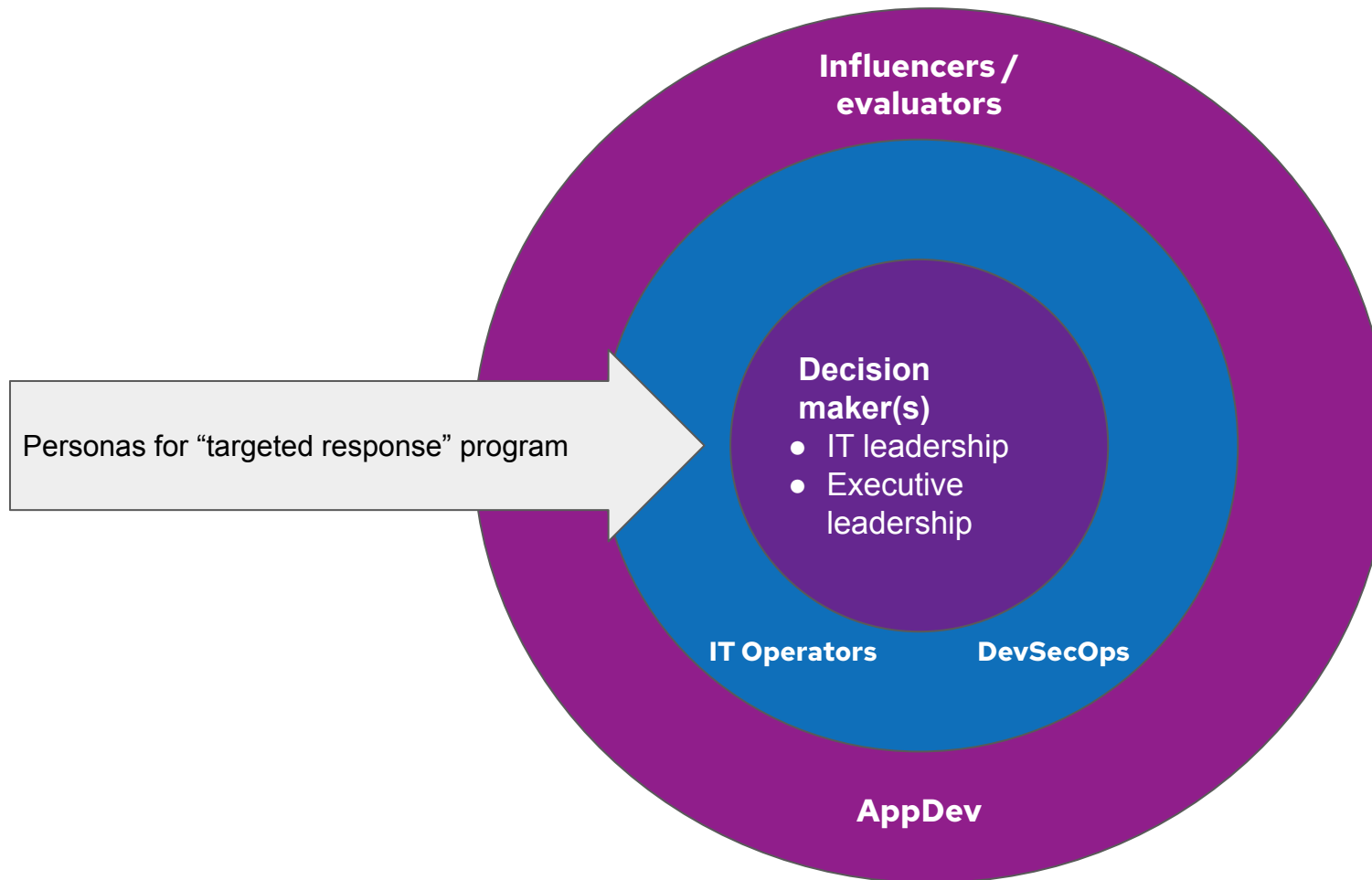
- Innovation and speed to market are vital when differentiating your business from the competition. The success of your critical applications depends on a modern delivery platform that is open, flexible, and resilient, yet supportive of traditional workloads, stateful and stateless applications.

| | |
|----------------------------------|--|
| Goals/desired outcome(s): | <ul style="list-style-type: none">• Fast development and delivery of critical applications to support business functions and needs• Increased developer productivity and retention• Automation technologies (AI/ML, IoT, workflow automation), cloud technology, and databases• Solving problems and developing widely used solutions drives my work.• I sometimes champion Microsoft and Amazon/AWS, and to a lesser extent open source technologies. |
| Technology strategy: | <p>Agile development of applications without worrying about infrastructure, giving you the freedom to write code your way.</p> <p>Current frameworks and services that make it easy to build and deploy quality modern applications with the least amount of impediments.</p> |
| App Dev POV: | <p>I want to develop applications without worrying about infrastructure and have the freedom to write code my way. I want to take advantage of modern (agile) approaches to application development for fast development time to market and application mobility without having to worry about, or be slowed down by, infrastructure provisioning and security concerns.</p> <p>I want to be extremely agile and to “fail fast,” to release quickly and often.</p> <p>I rely on existing frameworks (PaaS resources) that are not aligned with containers and Kubernetes. Should I stick with their migration plans or go with a proven leader who is already in this space?</p> |

Other Attributes to Consider

- In Their Own Words
- Job Role
- Priority Initiatives
- Key Tasks & Responsibilities
- Analyst Insight
- Role in Eval/Buying Process
- Key Sales Prompts -- anxieties, problem/solution/value probing
- Position in Org Chart
- Key Challenges
- Questions I Need Answered
- Keys to Success
- Decision Triggers
- Marketing Prompts -- watering holes, content needed
- KPIs

Targeted Buying Center



Think of it as “Walking in the shoes of your audience”.... personas can help strengthen customer relationships & improve your marketing strateg(ies)

Persona Research For Competitive Marketing

Understand how your buyers see your competition, so that you can help...

- Define target roles and keywords for go to market / demand generation activity (search, convertible assets, etc)
- Enable your sales teams to compete more effectively
- Influence thought leadership
- Build consistent messaging (sales and marketing)

Why is it different?

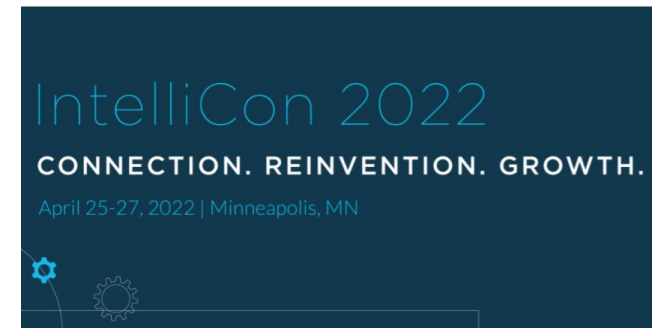
- Focuses on the targeted user that may have brand preference (e.g. Mac vs Windows)
- Helps to build messaging and program that could / would appeal or neutralize
- Build a “sell around” strategy to entice influencers that aren’t as devoted to a specific brand (e.g tech buyers vs purchasing/finance) and visa versa

Critical In Building Your Competitive Messaging Framework (Cmf)

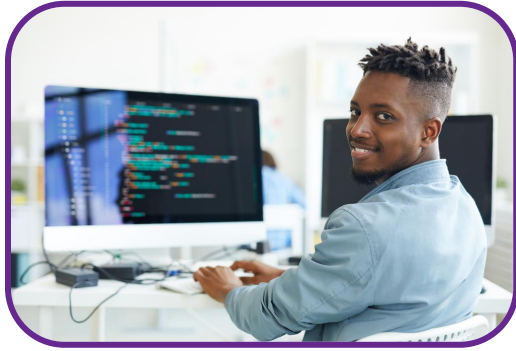
[Poll]

- User personas are imperative in defining your target audience and messaging
- A CMF can be a standalone document, or integrated into a any messaging platform doc
- The CMF should be the **single source of truth** and can / should be leveraged across all aspects of marketing

Join me at my session -
SCIP IntelliCon 2022



Competitive Marketing Example...



Persona: Application Developer

Possible titles / cross functional roles

- Application Developer / Application Architect
- DevOps engineer
- Site Reliability Engineer (SRE)

Messages:

- Develop and release modern application fast supported by the latest trends in development tools and processes
- Only [we] provide a proven and secure platform that can bring applications to market 5x fast than the competition
- The only development platform that is provided at no cost and scales to the needs of your business

| | |
|--|--|
| <p>Goals/desired outcome(s):</p> | <ul style="list-style-type: none"> • Building a career upon the technologies and skills achieved by using product XXXX • Knowledge and experience with the latest tools/languages to be marketable • Quickly develop and release quality software |
| <p>Technology strategy:</p> | <p>Agile development of applications without worrying about infrastructure, giving you the freedom to write code your way.</p> <p>Current frameworks and services that make it easy to build and deploy quality modern applications with the least amount of impediments.</p> |
| <p>Decision maker / influencer:</p> | <ul style="list-style-type: none"> • Front line evaluator who looks for “free to fee” solutions that scale as they prove themselves out, with low barrier to entry. • Has the ear of the CIO, can demonstrate value in time to market • Works in a team structure, has like-minded peers |
| <p>App Dev POV:</p> | <p>I want to develop applications without worrying about infrastructure and have the freedom to write code my way. I want to take advantage of modern (agile) approaches to application development for fast development time to market and application mobility without having to worry about, or be slowed down by, infrastructure provisioning and security concerns.</p> <p>I want to be extremely agile and to “fail fast,” to release quickly and often.</p> <p>I rely on existing frameworks (PaaS resources) that are not aligned with containers and Kubernetes. Should I stick with their migration plans or go with a proven leader who is already in this space?</p> |

What Works / What Doesn't

Lessons Learned

Scope: Don't Bite Off More Than You Can Chew

Stay focused - 3 to 5 buyer personas

- Start small, stay focused
- Maintain scope -- *buyer* personas
- Ensure your personas align to your research / competitive marketing goals

Be sure to not reinvent the wheel

- Take advantage of other/existing persona research projects, enhance and add value through a competitive lens

Collaboration is the best socialization

- Anyone who brings you an opinion gets thrown into the working group that builds these :)



Socialize: Communicate and Align to Priorities

Communication - be sure to always communicate and socialize to the business

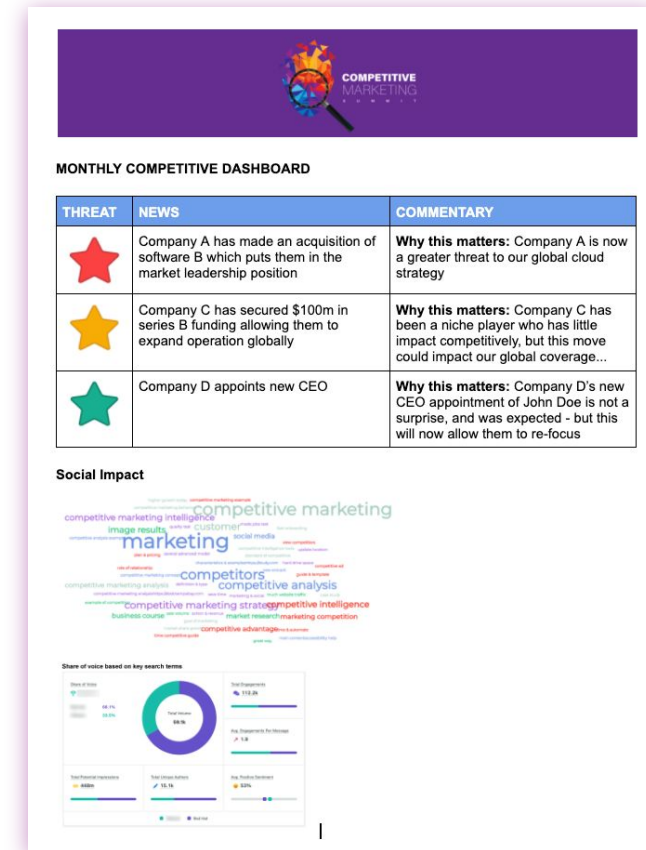
- Consistency is critical
- Show relevance to business

Measure results - to show value (*even if your boss doesn't require it*)

- Metrics / KPIs
- Impact / feedback

Align to business priorities / objectives

- Anything you do should be mapped to a business priority
- Make a connection to where competitive [persona] research directly impacts the priority/goal



Calls to Action

- ❑ Identify any existing persona work in your organization
- ❑ Do some light research to ensure you are addressing the right audience
- ❑ Take a crack at doing your own research
- ❑ Socialize and communicate, see where persona research can benefit / provide value to your company
- ❑ Include competitive buyer persona research into your goals

Gift Card Winner!



John Armstrong - TrueFort

Happy Holidays

Again - thank you to our Sponsors

Title Sponsor



Series Sponsors

