



UOC

Alumni

El Buyer Persona

uoc.edu

Juan Pablo Sánchez

01

Tu cliente ideal.

**¿Qué es el Buyer
Persona?**



Hola!

Encantado de estar con vosotros este jueves

Juan Pablo Sánchez

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Profesor en diferentes universidades y escuelas de negocios

@jpsanchez

www.asmalljob.com



La representación gráfica de la metodología del Inbound Marketing.



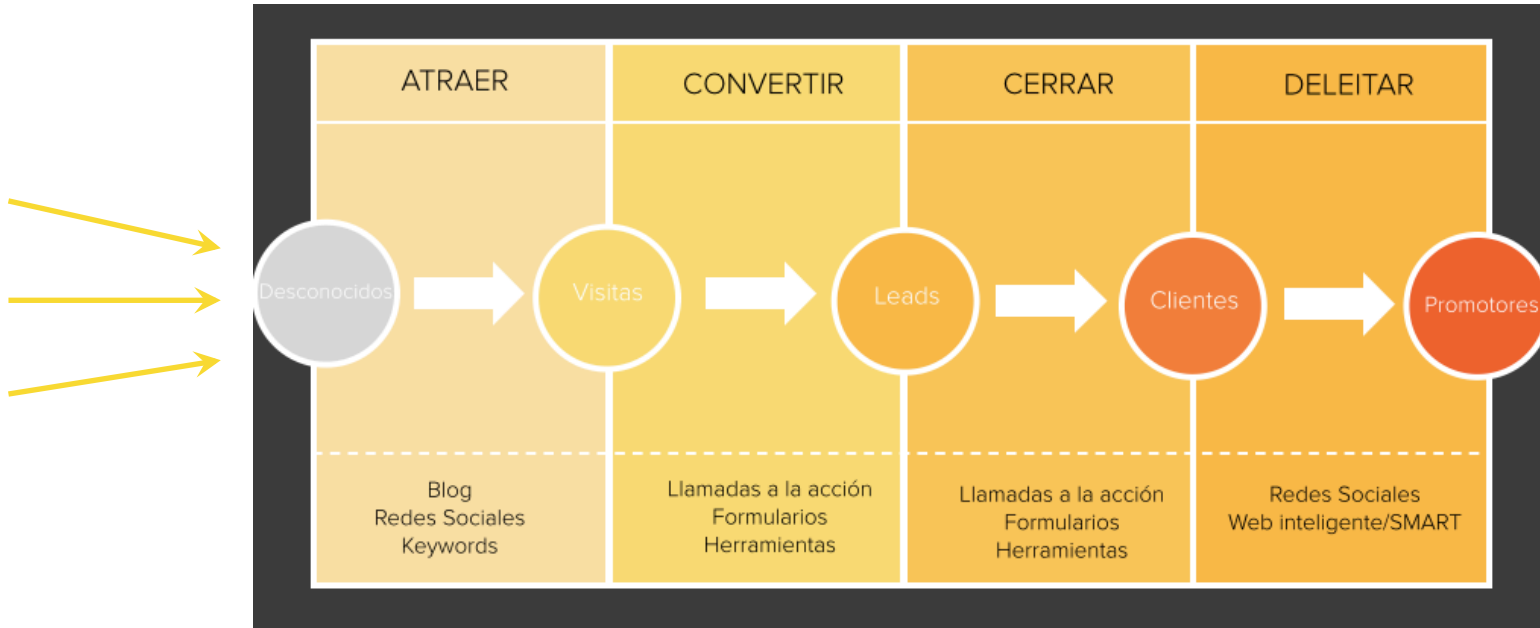
¿Quién es tu cliente ideal?

Qué necesita, Cuándo y dónde lo necesita, Cómo puedes ayudar

Representación semi-ficticia de tu cliente ideal
basado en datos reales sobre los patrones de
comportamientos, motivaciones y objetivos.

El consumidor al cual me resulta lo más fácil posible
venderle y me da el máximo beneficio.

¿Para qué sirven?



Alumni

Identifica tus
buyer personas

Uoc

**¿Dónde busco
esta información?**



Inbox (100+)

Monitoring

Publishing

Reports

Settings

Apps & Add-ons

Follow Me Module

Inbox (100+)

Monitoring

Publishing

Reports

Settings

Apps & Add-ons

Follow Me Module

Content Calendar

Tracking URL Builder

Publishing Schedule

Email Notifications

Interacting as:



Are these results useful?

Create stream with @ellis_boyle

About 7 tweets per day

People matching your search: @ellis_boyle



Ellis Boyle @ellis_boyle

Following: 1,464 Followers: 4,358

There can be no happiness if the things we believe are different than the things we do. Freya Stark #Luxury #Travel @hubspotspanol & @slowfoodireland

More details



Interacting as:



Stream:

@HubSpotEspanol Mentions

Compose a message



Subscriber (View Contact)

Por qué el marketing tradicional está obsoleto blog.hubspot.es/marketing/porq... vía @HubSpotEspanol

1 hr

Reply Retweet Favorite Forward Share Link



Opportunity (View Contact)

Cómo estructurar un equipo de marketing según su tamaño ow.ly/NRq4A ~@HubSpotEspanol #Emprendedores #RRHH

2 hrs

Reply Retweet Favorite Forward Share Link



Lead (View Contact)

10 formas de aprender sobre Inbound Marketing por tu cuenta blog.hubspot.es/marketing/10-f... vía @HubSpotEspanol

2 hrs

Reply Retweet Favorite Forward Share Link



Ellis Boyle Customer

There can be no happiness if the things we believe are different than the things we do. Freya Stark #Luxury #Travel @hubspotspanol & @slowfoodireland

Ireland luxurydiscovered.com

eboyle@hubspot.com

Salesforce Owner: Jillian Berry View in Salesforce

165 interactions

20 stream matches

@ellis_boyle

Follow as

Followers 4,358 Following 1,464 Tweets 15,889

Lernen Sie von HubSpot und erstellen Sie Content wie die Profis

Wir zeigen Ihnen, wie Sie Ihr Unternehmen auf Content Marketing ausrichten.

Content Marketing ist ein Buzzword in der Marketing Branche, doch viele Agenturen oder Unternehmen wissen nicht wie man sich dafür intern umstellen muss.

Da HubSpot seit Jahren guten Content erstellt, möchten wir unser Wissen mit Ihnen teilen. In unserem E-book verraten wir, was unsere internen Abläufe sind und wie wir es schaffen so viel "Lead generierenden Content" zu erstellen. In unserem Ebook lernen Sie:

- ✓ Die Erstellung einer Content Kultur in Ihrem Unternehmen.
- ✓ Das einfache Erstellen von Content.
- ✓ Das Verfeinern des Content Prozesses.
- ✓ Wie Sie verbessern, experimentieren und alles wiederholen.
- ✓ Das abgerundete Konzept für Ihr Unternehmen.



Erfahren Sie mehr über Content Marketing, Social Media und Inbound Marketing auf unserem Blog.



Einfach ausfüllen und E-book erhalten:

Arbeits *

Vorname *

Nachname *

Email (privacy policy) *

Telefonnummer *

Unternehmen *

Webseiten URL *

Ist Ihr Unternehmen eine Marketingagentur? (SEO, Online, Anzeigen) *

Wie viele Mitarbeiter hat Ihr Unternehmen? *

Was ist Ihre Position im Unternehmen? *

In welcher Abteilung arbeiten Sie? *

Welches CRM System nutzen Sie? *

Was ist Ihre größte Herausforderung im Marketing oder Vertrieb? *

Für deutschen Inbound Blog Newsletter anmelden

[JETZT HERUNTERLADEN](#)

Lernen Sie von HubSpot und erstellen Sie Content wie die Profis

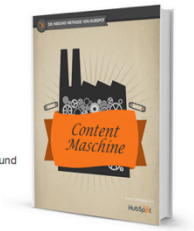
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Jetzt E-Book an meine E-Mail senden

Email *



Wir werden Ihre persönlichen Daten niemals an Dritte weitergeben. [Privacy Policy](#) & [Security Statement](#)

[E-BOOK VERSCHICKEN](#)

BUYER PERSONAS	PREGUNTAS
Info. PROFESIONAL	<p>¿Puesto?</p> <p>¿Cómo mide el éxito?</p> <p>¿Cómo es un día típico de trabajo?</p> <p>¿Qué conocimiento y experiencia requiere?</p> <p>¿Qué herramientas usa para aprender?</p> <p>¿Quién es su jefe?</p>
EMPRESA	<p>¿En qué industria trabaja?</p> <p>¿Tamaño de la empresa (ingresos, número de empleados)?</p>
OBJETIVOS	<p>¿Cuál es su responsabilidad/ responsabilidades?</p> <p>¿Cómo define el éxito en su trabajo?</p>
RETOS	<p>¿Cuáles son sus mayores retos?</p>
RED DE APRENDIZAJE	<p>¿Dónde consume información para hacer mejor su trabajo?</p> <p>¿Qué blogs, revistas lee?</p> <p>¿A qué asociaciones o redes sociales pertenece?</p>
PERFIL PERSONAL	<p>Edad, familia, educación</p>
RED DE APRENDIZAJE	<p>¿Dónde consume información para hacer mejor su trabajo?</p> <p>¿Qué blogs, revistas lee?</p> <p>¿A qué asociaciones o redes sociales pertenece?</p>



Owner Ollie



Marketing Mary



Corporate Cathy

- Trabaja en Marketing (Directora, Manager, VP)
- Empresa Mediana(25 - 200 empleados)
- Equipo pequeño de marketing (1 a 5 personas)
- Licenciada en empresariales, MBA
- 42 años, casada, 2 hijos (10 a 6)

Objetivos

- Apoyar al equipo de ventas con material de marketing y leads
- Responsable de la comunicación de la empresa
- Aumentar popularidad de la empresa

Retos

- Demasiado que hacer/ Poco tiempo
- No está segura de cómo obtener los resultados
- Utiliza demasiadas plataformas






























Marketing Mary

- Le gusta HubSpot
- Herramienta es fácil de usar
- Puede aprender Inbound
- Fácil crear reportes para ventas y el CEO

Creating Buyer Personas

[Show project details](#)[Copy to My Projects](#)

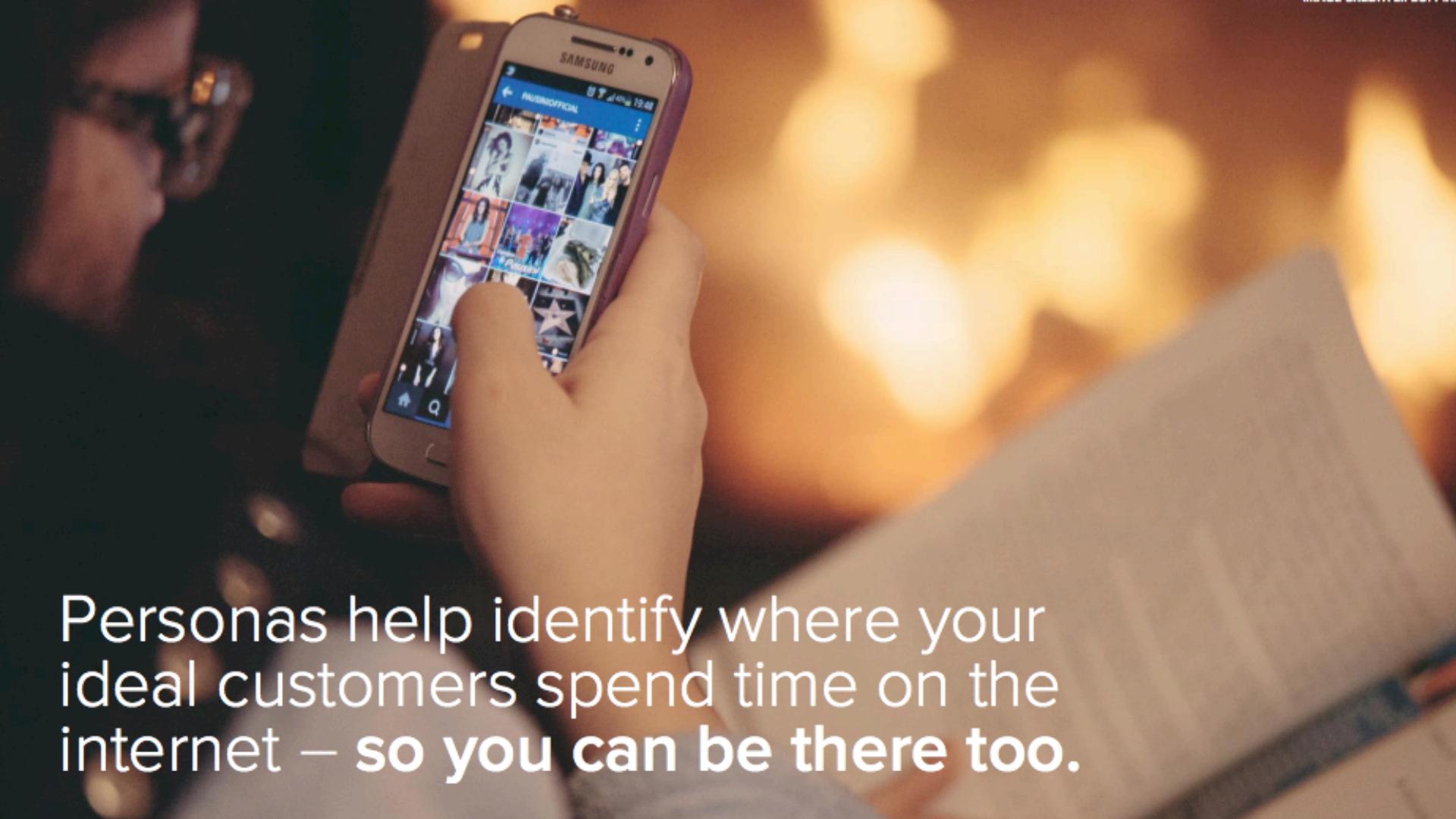
<input type="checkbox"/> Identify questions to ask to develop your buyer persona	  
<input type="checkbox"/> Begin researching your buyer persona	  
<input type="checkbox"/> Record the buyer persona research	  
<input type="checkbox"/> Use HubSpot lead intelligence to help with your buyer persona research	  
<input type="checkbox"/> Compile research and answers to questions	  
<input type="checkbox"/> Transform your notes into a complete persona	  
<input type="checkbox"/> Add your buyer persona into HubSpot	  
<input type="checkbox"/> Add the buyer persona's demographic and story information into HubSpot	  
<input type="checkbox"/> Review and update your buyer persona	  

Buyer Persona are not:


- Target markets
- Job titles/roles
- Dependent on specific tools or technology
- Specific real people

Buyer Persona are not:

- Common behavior patterns
- Shared pain points (professional, personal)
- Universal goals, wishes, dreams
- General demographic & biographic information

A close-up photograph of a person's hand holding a Samsung smartphone. The phone's screen displays a social media gallery with various images. The person is wearing glasses and is looking at the phone. The background is blurred with warm, bokeh light effects. In the bottom left corner, there is a white text overlay.

Personas help identify where your ideal customers spend time on the internet – **so you can be there too.**



Buyer personas guide
product & service
development.

Personas help you create the right content.

the possible criminal connection of the heavy men eventually taken her away. These people knew everyone and were not slow in discussing it. There was a reserve, self-preservation.

Rosemary had talked about it being natural that people assume she was gay since she was single and had a sister who was already 'out' with a partner who was a lawyer. Gerrie had talked about her husband's problems coping with drink and violence. She spoke as if Jack had been prone to getting chest colds in the winter. Colm had approached their table with a casual apology over the incident as if it had not been the most excruciatingly embarrassing moment of her life. The two women had told her how they initially thought Ria was mad to go to America and leave her children but they hoped it would all work out for the best.

Marilyn could not take in the degree of involvement and intrusive interference that these people felt confident to have in everyone else's life. They thought nothing of discussing the motions and private sorrows of their friend with Marilyn who was about as much a complete stranger, here purely because of an accidental knee exchange. While she felt sympathy for Ria and all that had happened to her, she also felt a sense of annoyance.

Why had she not kept her dignity, and refused to allow all these people into her life? The only way to cope with tragedy and grief was to refuse to permit it to be articulated and acknowledged. Deny its existence and you had some hope of survival. Marilyn got out of bed and looked down on the messy garden and the other large brick houses of the neighbourhood. She felt very lost and six years in this place where gossipy people wanted to know everything about you and expected you to need the details of their lives too.

She ached for the cool house and beautiful garden in Wrocks. If she were there now she could go and swim lengths of her pool and sit in the knowledge that no one would call and burden her with post mortems about last night. Clement the cat who sleeps on her bed every night woke up and stretched and came over to her hopefully. He was purring loudly. The day was about to begin, he was expecting a game and a bowl of something.

Marilyn looked at him sadly. 'I don't usually talk to animals, Clement, but I'm making an exception in your case. I made the wrong decision coming here. It was the worst decision I ever made in my life.'

CHAPTER SIX

'Do you think when we're talking to Grassy we should call her Nora?' Brian asked.

'What?' Annie looked up from her book.

'You know — if we call Bernadette's mother by her first name maybe we should do the same with Grassy.' Brian wanted to be led.

'No, Brian, and shut up,' said Annie.

'You always say shut up, you never say anything nice, not ever at all.'

'Who could say anything nice to you, Brian, honestly?'

'Well, some people do.'

'Who apart from Mam and Dad? And they hate to because you're what they got.'

'Nuala often says nice things.'

'Till one nice thing she said to you today, go on tell me.'

'She said it was good that I had remembered to let my knights around the centre of the board.'

'And had you?' Annie still refused chess lessons and she couldn't see that Brian had mastered it.

'Well, only by accident in a way. I just sort of put them out there and they were commanding and she was very pleased with me.' Brian smiled at the triumph of it all.

Sometimes he was more pathetic than awful, Annie thought, you'd feel sorry for him. And he didn't really understand that their lives were going to change. He thought that after the summer

Recursos

Algunos recursos.

<https://blog.asmalljob.com/inbound-marketing/topic/buyer-persona>

<https://www.asmalljob.com/la-plantilla-definitiva-para-crear-tu-buyer-persona>

<https://www.amazon.es/Buyer-Personas-Customers-Expectations-Strategies/dp/1118961501>

https://www.amazon.es/Mapping-Experiences-Creating-Journeys-Blueprints/dp/1491923539/ref=pd_sim_14_1?_encoding=UTF8&psc=1&refRID=SYBH77XFP5KYS9B10YAR

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