



Highland Park Business Development

eNews



Create Buyer Personas To Help In Your Small Business Marketing Tactics



From The Daily Herald Business Ledger

Uncovering and understanding demographic information about your customers will only provide you with limited knowledge about the most effective direction and tactics in reaching and connecting with your targeted customers. It is equally important to understand your customer's needs and expectations, what you communicate to them, and best methods to insure you effectively connect with your customers.

Creating a "buyer persona" for each group of customers to whom you are marketing and selling your products and services will provide you with greater insights. Buyer personas help you discover the specifics behind what motivates individual customers to seek out and purchase your product or service. It identifies the buyer's behavior, their shopping habits, and the most effective medium to connect with more of your prospects and existing customers.

Some of the more powerful benefits of creating buyer personas include:

- * Improves your marketing focus, and determines the customers that are worth your time and marketing dollars.
- * Provides insight to help you more effectively craft your sales pitch, marketing content, and overcome competition.

January 24, 2018

Welcome to
**Highland Park's
New Businesses**

SIMPLY LUXE
BRIDAL BOUTIQUE

Simply Luxe Bridal Boutique
643 Central Avenue
847.444.9660
simplyluxeb bridal.com



LAKESHORE
K9

Lakeshore K9
1570 Old Skokie Road
224.432.5396
lakeshorek9.training
Dog Training

Jade Cafe Chinese
822 Central Avenue
847.432.8888
Carry Out

* Helps you determine the best marketing channels and advertising venues to reach your ideal customers.

* Enables you to deliver your buyers a more personalized shopping and buying experience throughout the sales process.

* Increases sales revenues by focusing your product & service efforts on satisfying the needs of your ideal customers.

How do you create buyer personas for your small business? Here are some helpful tips to guide you.

1. Give objective thought and consideration to what you presently know about your existing customer base.

* Determine the characteristics and needs that your customers have in common.

* Map the customer shopping and buying journey – how and when do you fulfill meeting their needs.

* Uncover their demographics including age, gender, income, marital status and educational level.

* What's the best way to reach my customers – face to face, social media, networking, email campaigns?

* Identify the moments of truth at each touch point in meeting their needs to capture and maintain their business.

2. Have short precise feedback conversations with your current, prior, and prospective targeted customers.

* What challenges do they have in common?

* What needs are most important for you to solve for them?

* How did they find your product or service?

* What made them want to use your products or services?

* What do they like about doing business with you?

* Did you meet their expectations at each touch point as they do business with you?

* Why have they continued to do business with you rather than with your competition?

* If you lost them as a customer, why did they leave and go to the competition?

3. Be extremely careful how you ask customer questions and evaluate their feedback. Common misconceptions or traps you may fall into as shared by Alexander Osterwalder of Strategyzer include:

* You're certain you already know what your customer's want and fail to test your ideas.

* You rely more on your opinion which may lead to hallucinating about what you think customers want

* Questions should be worded to probe for hard facts vs. soliciting opinions

* Dig deep and uncover hidden gems from customer feedback

There may be other overlying factors that need to be considered including your industry, type of business, competition, seasonal demands and overall demographics that will affect the number of buyer personas you may have to develop.

scorechicago.org



Marina's Blowout Salon

229 Skokie Valley Road, Suite 2

Located in Salons by JC

312.841.1487

facebook.com/MarinasBlowoutSalon

Hair Salon

New Ownership



Lake Car Wash

1970 First Street

847.432.1717

lakecarwash.net



Princeton Frame

1844 First Street

847.432.1930

princeton-frame.com



The Bar Method Highland Park

600 Central Avenue, #127

847.432.9150

highlandpark.barmethod.com

Upcoming Events



Saturday, January 27

Railheart

nortons-restaurant.com



SCORE and the City of Highland Park Business Development Office have developed **three one on one, no-cost options** to fit the needs of any Highland Park small business owner!

- Vanessa Cabrera, President, Your Social Media Mentor offers a free 30 Minute Power Coaching Session by telephone for email marketing and social media. Sessions are held on Tuesdays and Thursdays.
- Norbert Barszczewski, President, JPNetQuest offers 15 minutes by telephone to gain your needs, followed by a 45 minute on site working session at your place of business
- The New Media Department at the Highland Park Public Library offers one-on-one instruction on social media use. Library specialists will provide 30 to 60 minute sessions on use of any social media process.

Click [HERE](#) for more information

SCORE also offers free one-hour sessions "For the Life of Your Business" at the Highland Park Library on Tuesdays from 1 PM - 3 PM and Thursdays from 5 PM - 8 PM.

scorechicago.org

The City of Highland Park's Business Development Manager Carolyn Hersch, is the City's main contact for the business community.
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 or 847.926.1027

RESOURCE LINKS

<u>Business Directory</u>	<u>Available Commercial Space</u>
<u>Military Discounts</u>	<u>Establishing Your Business</u>
<u>City Code</u>	<u>Chamber of Commerce</u>
<u>Department of Commerce & Economic Opportunity</u>	<u>U.S. Small Business Administration</u>



February Special
 Couples Massage Class
wekneadyou.com



Thursday, February 1
 Tune Up Your Love
shoppingposh.com



Visit downtownhp.com
 for news on happenings in
 Downtown Highland Park

Chamber of Commerce



Wednesday, February 2
 First Wednesday Connections
chamberhp.com

SCORE Seminars



Tuesday, February 20
 SCORE Business Forum:
 Growing Your Business
 In The Digital Age
scorebusinessforum.org

Monday, March 19
 Social Media 101
 Brown Bag Lunch
 1-2:30 PM

This introductory session will cover strategies and best practices to get the most out of your social media activities.

More information at:
hplibrary.org



City of Highland Park

This newsletter is produced by the City of Highland Park's Office of Business Development.

If you have information you would like to include in this bi-weekly mailing,

please submit information, photos and news to Melissa Rosen at mrosen@cityhpil.com.

The City reserves the right to edit and/or filter submissions. No pricing information will be published.



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