

5 STEP PROCESS

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this e-book was
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IS YOUR BUSINESS THINKING ABOUT THE 'SEGMENT OF 1?'

That's not the segmentation of a specific group or an industry, it's segmentation sliced so finely it's tuned to just one person. That 'segment of 1' could be a 15 year old who is saving up for Beats headphones or it could be a CEO who needs to implement enterprise invoicing software in his company during the coming year.

If you're not thinking in terms of personalizing your marketing, and more specifically, your website for each visitor, your bottom line will suffer. The customer experience, segmentation and personalization of your website directly affects revenue.

Stock of companies considered Customer Experience Leaders outperformed the S&P Index by almost 29% over a 6 year period in cumulative returns, and outperformed companies identified as Customer Experience Laggards by 76%.

[\(The Watermark Consulting 2013 Customer Experience ROI Study\)](#)

Not only will personalization grow your business, lack of personalization could cause a significant decline or failure in your business.

The age of website personalization is here - look no further than Amazon or Netflix. It is an important and growing trend. Although you may be in the B2B space and lack the budget of an Amazon you should still consider every element of your website, from the graphics to the copy to the navigation, as elements that can be personalized for each and every one of your website visitors.

Regardless of the technology you choose for your web personalization effort, consider the following 5 steps in this ebook as factors to consider in your personalization strategy. All may not be possible (or necessary) based on your needs and goals.

1. DEFINE YOUR BUYER PERSONAS

73% of U.S. consumers prefer to buy from brands and/or companies that use information about them to deliver more efficient shopping experiences.

[Accenture Interactive: Today's Shopper Preferences: Channels, Social Media, Privacy and the Personalized Experience, 2012](#)

This is where buyer personas come in. A [buyer persona](#) is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. You can include demographics, behavior patterns, job title, work aspirations and personal goals. The more detailed you are the better you'll be able to customize a persona's web experience. Personalized websites should focus on 2 to 3 well defined personas.

A company that offers recruiting or employment screening services may identify a buyer persona they call 'HR Sally' - a VP of Human Resources who is a 40-60 year old, college-educated woman who favors Coach purses and shops online at websites like jcrew.com and macys.com. Although some of these attributes might seem superficial or unnecessary they are all focused on the optimal use of content, display ads or even email to provide the most customized website experience.

Personas define who you are building content for and whom you need to educate.

It's like a school. If you teach to every grade level in one big class, your effort is wasted. You need to have the second graders in their own classroom and the fifth graders in theirs so that they learn different things.

Do you have well-defined buyer personas?

Are you writing marketing content specifically to these personas?

If so, great! Organize your marketing assets by persona so they can be used for personalization.

2. OUTLINE YOUR BUYER'S JOURNEY

Another key element of website personalization is presenting content based on your prospects' buyer journey or [consumer decision journey](#).

Until now, many decision journeys have been defined using a traditional funnel metaphor with buyers following an orderly progression down a funnel from consideration to purchase. Recent research indicates a much more circular buyer's journey that typically includes the phases of awareness, evaluation, consideration and purchase decision. The consumer journey also extends to a post purchase or ongoing experience phase which informs the next buying journey as a feedback loop.

Revisiting our HR Sally example, the same persona may visit your website during different phases of the buying journey. HR Sally from Company A may be at the awareness phase while HR Sally from Company B may be at the purchase decision phase. Although the buyer persona is the same, the experience and personalization should be vastly different.

As an example, the content for these phases should be appropriate:

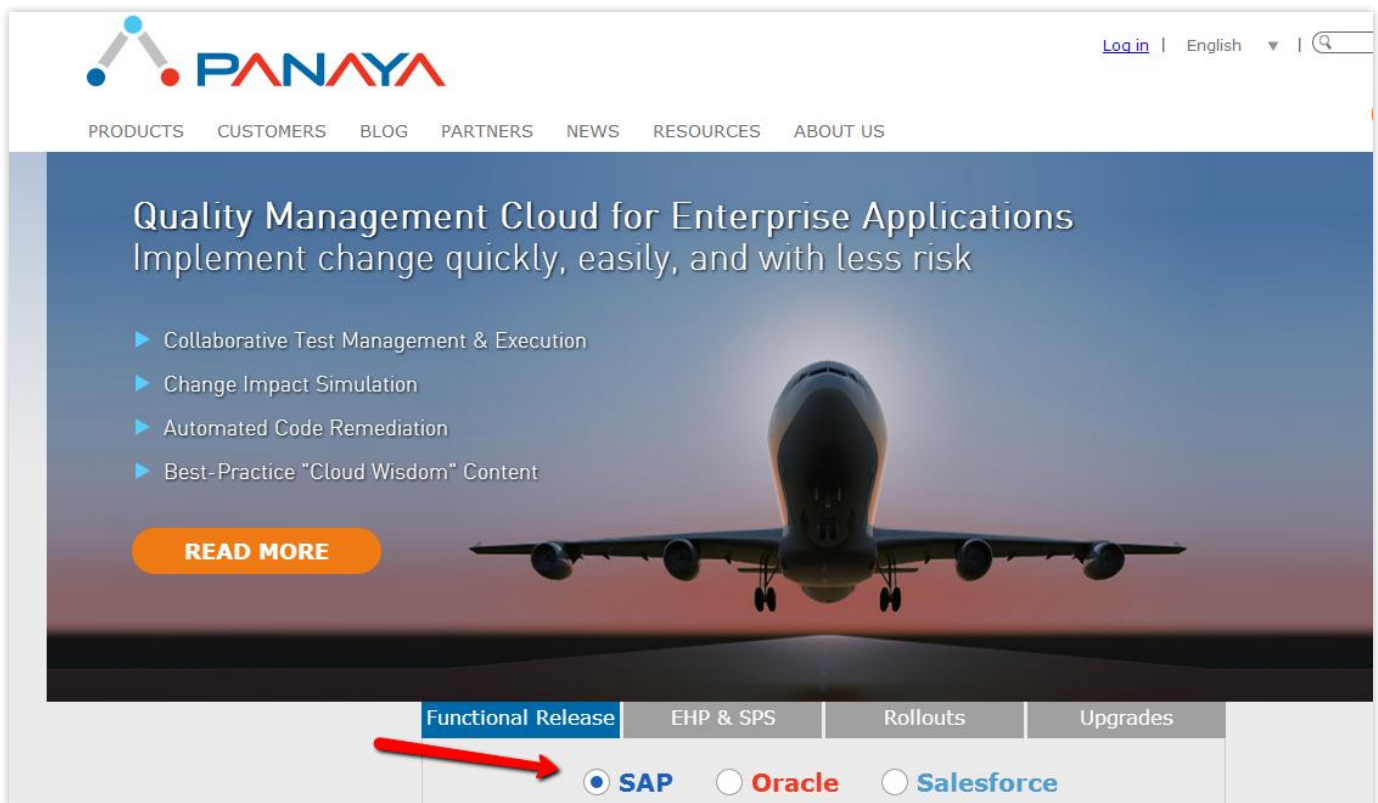
BUYER JOURNEY PHASES	SUGGESTED CONTENT
Awareness	Industry Overview Whitepaper
Evaluation/Consideration	Case Study
Purchase Decision	Live Demo

3. MAP YOUR ORGANIZATIONAL PROFILES

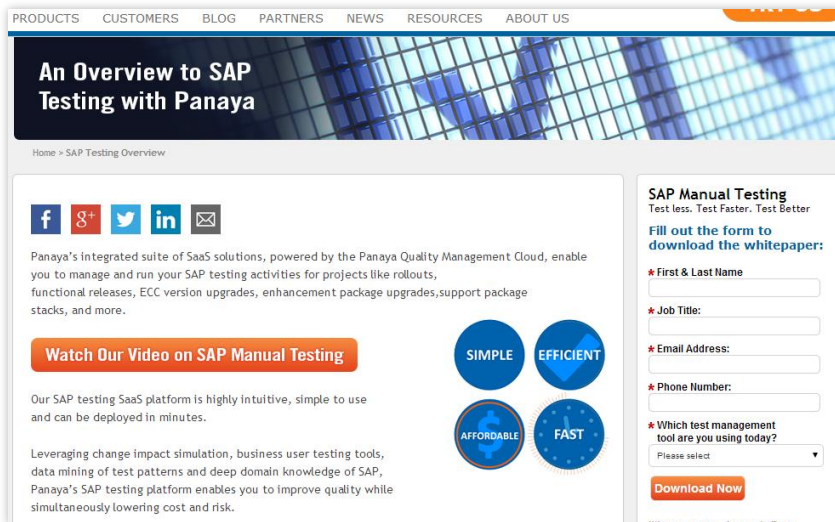
It's common practice to identify organizational size and industry on your website. But there is more complexity involved in personalization for an organizational persona. For example, an enterprise sale in a mid to large organization could involve numerous departments and individuals each seeking different types of information. A CIO evaluating software might be looking at build vs. buy benefits while an IT manager might be more concerned with ease of implementation.

This is where the benefit of real time personalization comes into play. You can focus on account, organization and industry at the same time.

Here's a useful example.

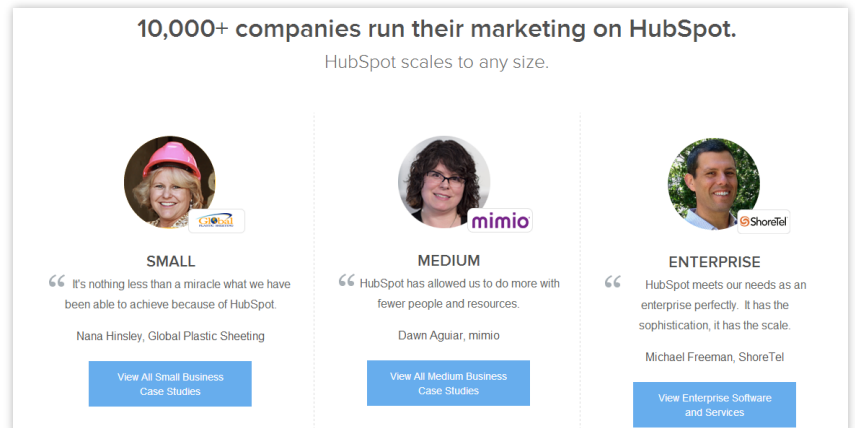


Panaya helps companies manage large software implementations. Visitors to their homepage are asked to select their enterprise software.

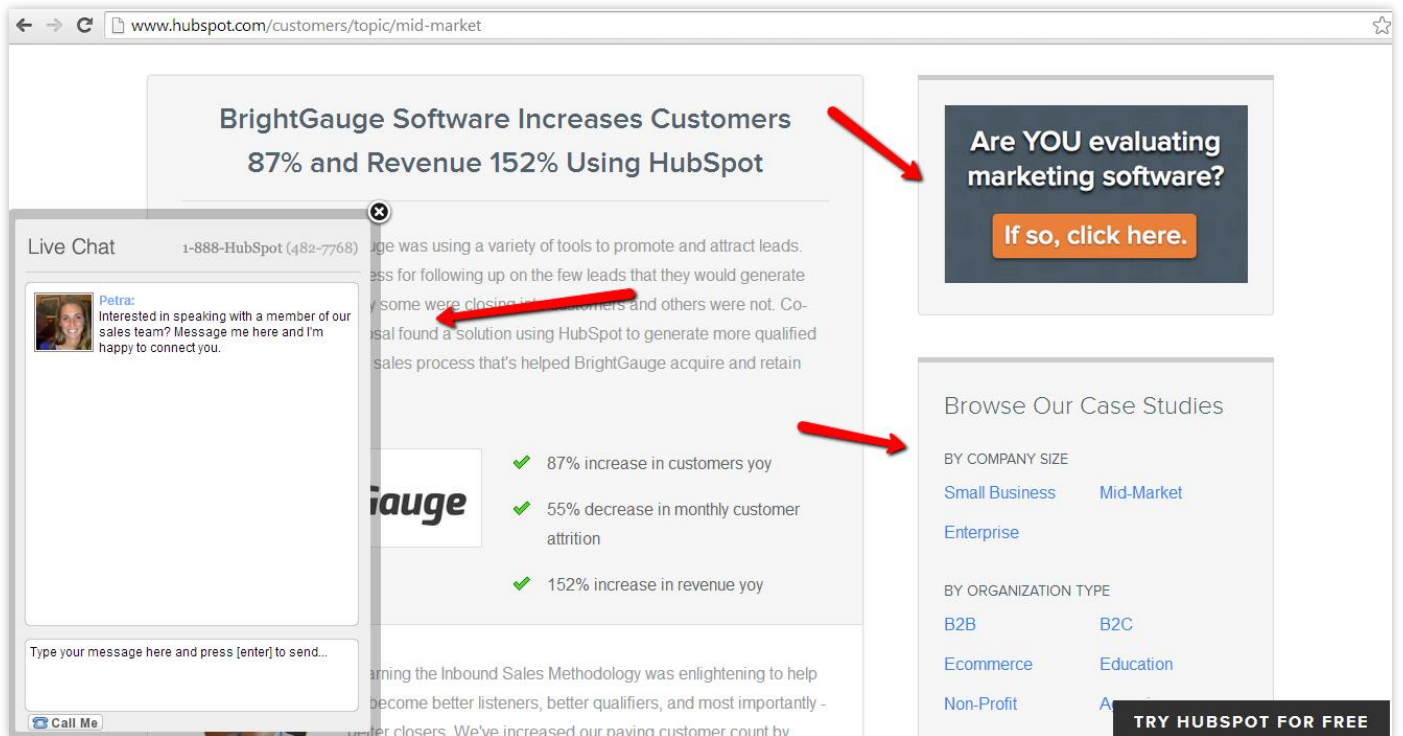


After selecting SAP, a visitor is automatically taken to a page focusing on SAP testing and given an opportunity view a video or download a whitepaper specific to SAP.

In addition to account focus, size of organization is a key personalization factor. Visitors to HubSpot's website can identify personalization based on their organizational size.



Once business size is selected visitors are taken to a case study page where they have the option to chat with a HubSpot representative and view additional case studies. As mentioned earlier, since the movement in the buyer journey is not linear, this page speaks to different phases of the buyer journey (talk to someone and make a purchase decision or build your awareness by reviewing a mid-market case study or begin to evaluate the software).



Capture as much information about the companies your prospects belong to. Use that information, like company size and industry, to tailor the content on your site.

This can go as far as displaying a bakery shop owner to small business visitors or a spacious modern office to large companies. If you're selling to big accounts, even customizing the experience for known companies can help you win the deal over a competitor.

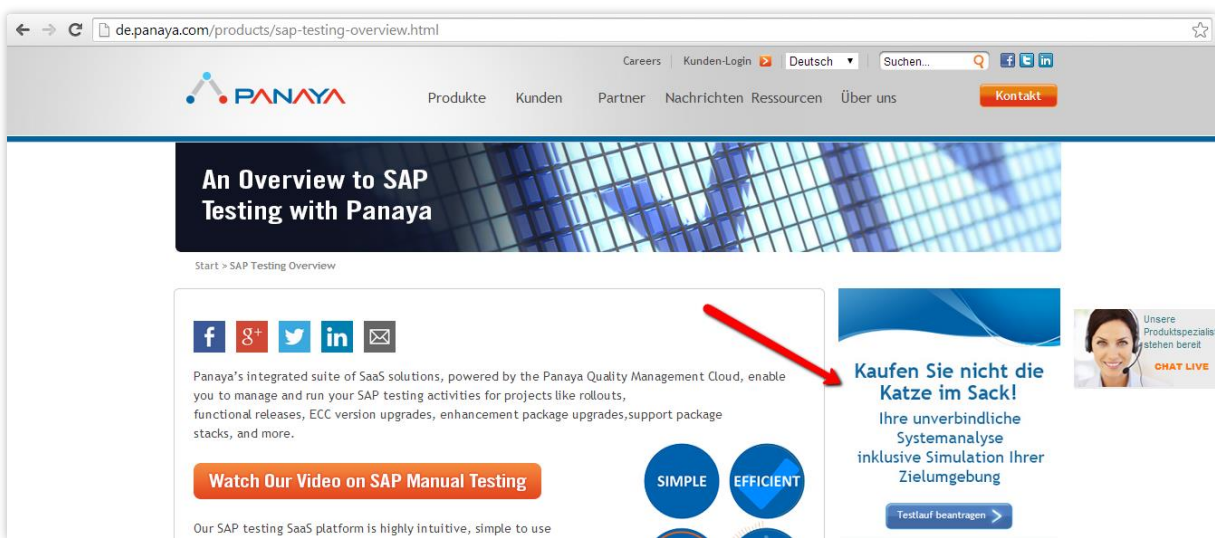
4. GEOGRAPHICAL LOCALIZATION

With more and more commerce becoming global and easily managed online it's critical to personalize for geography or localize a website experience when possible.

If you are selling to more than one cultural audience you should offer localization so that when a visitor lands on your site they are prompted to select their home country and remember that option the next time they come to your site. Similarly, if your site has an e-commerce option consider offering different currencies for visitors based on the country they are from.

Marketing to different international regions requires translation of content that may include a portion (or all) of your site, lead nurturing emails or advanced content. You can use an in-house native language speaker to translate the content or a translation service for localization.

Below, the Panaya site shows partial language personalization:



Finally, geography personalization is relevant to lead capture when you have a distributed sales organization. You don't want your West Coast leads being sent to a salesperson in New York.

Remember, segmentation and personalization, whether by account or organization or country are one of the most effective ways to increase conversion rates.

(Econsultancy: The Realities of Online Personalization, 2013)

5. IMPLEMENT PERSONALIZATION

Now it's time for the rubber to hit the road. We've covered in some detail the various ways to consider segmenting your marketing content from buyer personas to consumer journey to organization and geography. Since your website is built from many elements here are some ideas segmentation:

Key elements you should consider personalizing include:

- **Blog content - by industry or company size**
- **Whitepapers - by project type or project size**
- **Calls to Action on landing pages and blog**
- **Creative (banners, images, etc.)**
- **Text content**
- **Pricing or Product Information**
- **Case Studies**

By making these options available to visitors you can begin to profile them simply by the pages they visit on your site. For example, a visitor could read a blog on a software implementation in a small business then click on a call to action for a case study and be enrolled in a lead nurturing campaign they open all the emails too. Their next visit to your site includes significant time spent on the pricing and product page specific to small businesses. That's personalization in action. That's personalization that contributes to revenue generation.

The endless possibilities of content personalization can be dizzying. Start by prioritizing which criteria are most important to you and create an organizational system that helps you track and maintain your personalized content. Here are some ideas to get you started.

PERSONA	CONTENT EXAMPLE	LIFECYCLE	CONTENT EXAMPLE	ORGANIZATION	CONTENT EXAMPLE	BUYER JOURNEY PHASE
Marketer	Industry Overview	Lead	Services Overview	Company Size	Company Specific Case Study	Awareness
IT	Project Quick Start Guide	Qualified Lead	Implementation Checklist	Industry	Industry Specific Case Study	Consideration
Owner/ Executive	Vendor Comparison /Switching Guide	Opportunity	Project Quick Start Guide	Product/ Service Need	Project Specific Case Study	Decision
		Customer	Best Practice Guide			

Once you have identified your website personalization elements the hard part of implementing them (or the easy part if you are a technologist) begins.

Don't let the technology guide the process.

Let the process and personas you have built guide and define the technology as much as possible.

(And yes, we are here to help - just let us know.)



LyntonWeb is a full-service inbound marketing agency providing the right solutions for your inbound, web, and tech needs. We are a high-performing team of experts based out of Houston, Texas.

Inbound

Whether your organization is looking to identify appropriate buyer personas or establish an effective content marketing program, our team of marketing managers and strategists can assist you.

Web

Your website is the virtual home of corporate branding and messaging, let our website development team work with you to design and build a website that is on message and fully aligned with your existing brand.

Tech

Our technologists are among the best in the business and work with your in-house technology team to assure your CRM integration or website integrations run smoothly.

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about your inbound, web and tech goals.

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come build

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