

Buyer Persona: Product Marketing Manager

Background Info

- Middle manager within a subsidiary of multi-divisional, multi-national firm.
- Responsible for marketing of a product line.
- Has a few direct reports.
- Reports to both product development and marketing (at least on dotted line basis).
- Works hard and travels a lot.
- Strives to compartmentalize work and home lives.

Goals/Motivators

- Increase market share for product.
- Impress senior management that is investing resources wisely and meeting objectives.

Initiatives

- Enhance product awareness.
- Monitor competition on an ongoing basis.
- Prepare sales tools to help sales force.
- Win/loss analysis to better understand why winning/losing.

Buying Process

- Can identify vendors independently but needs final okay from senior manager.
- Purchasing department verifies price but mostly fills administrative role (issues PO).

Timing

- Annual budget gets submitted before next fiscal year.
- Learn budget allotted at beginning of fiscal year.
- Once budget is approved, POs get approved quickly.

Buyer Thinking

- Internal staff don't have expertise.
- Internal staff don't have time to devote to it.
- External third-party will have expertise and may be more respected.

Why Buy

- Will start with small project to evaluate before investing more.
- Need to have something quickly and can't wait for others to get around to it.

Influencers, Stakeholders, Buying Team

- Key stakeholders: Product management, marketing management, sales force.
- Boss needs to approve selection decision.

Content & Information

- Sources rely on: industry analyst reports, trade press, competitor press releases, sales force, sales engineers, customer service reps, technical support.
- Does not share content with sales force because thinks they'll abuse it.
- Obtain and receive information through Internet, conferences, trade shows, etc.

Channels

- Word of mouth referrals.
- Reads industry blogs and discussion groups.
- Attends trade shows and conferences.
- Attends professional networking events.