

How to Build an Energy Efficiency Digital Buyer Persona for B2B Inbound



Table of Contents

What is a Buyer Persona? Slide 3

Why Do I need an Inbound Buyer Persona?..... Slide 4

The Energy Efficiency Buyer Slide 7

Sample EE Buyer Persona Slide 13



WHAT IS A BUYER PERSONA?



A Buyer Persona is a fictional, detailed representation of your customer and their buying process.

More importantly, it is the voice of the customer. A Buyer Persona contains the words the customer uses to describe their needs and their step-by-step buying process.



Why is a Buyer Persona Critical
for Energy Efficiency Marketing?

SUCCESS STATS

71%

71% of companies who exceed revenue goals have documented personas vs 37% who met their goals and 20% who missed them.

93%

93% of companies who meet or exceed revenue goals segment their database by persona.

([Buyer Persona Benchmark Study](#)).



PERSONAS GIVE YOU AN INBOUND ADVANTAGE

You will be able to target on social media platforms with a Buyer Persona. LinkedIn advertising can target characteristics that indicate whether an individual is a purchase influencer or decision-maker. Influencers and decision makers can be further segmented by their years of experience, followers, and job seniority. Once you have a Buyer Persona, you will know the characteristics to define your target.

The open-ended questions used in Buyer Persona interviews will help you gather buyer phrases for long-tail keywords. To rank for popular industry search terms, your content should “kill it” with long tail keywords that include the popular search term.

For Inbound Marketers, a Buyer Persona is a representation of the digital searchers who will become Energy Efficiency leads, and ultimately customers and promoters.

ADDITIONAL ADVANTAGES

- Your campaign messaging will contain the right words, and your sales teams will know when and how to engage customers.
- When combined with lifecycle stage (i.e., how far along someone is in your sales cycle), buyer personas allow you to map out and create highly targeted content.

How has Your Energy Efficiency Buyer Changed?

Emerging Market

Many EE buyers want to solve a problem and they don't know what the solution is going to look like. [Energy Efficiency Buyer Challenges Study](#)



Availability

When a part needs replacing, it is difficult to find a new efficient alternative based on search algorithms that favor the most clicks.

Budget Constraints

Buyers may not have a designated budget for Energy Efficiency



Sourcing

The buyer may not know what you solve for and how to search for your solution



Goals and Mandates

Employers are setting their own goals in a edition to government mandates



Reputation

Reputation, Reliability, and Aftermarket are factors with new product innovations



Scheduling

Buyers do not have data on project schedules and expenses for EE innovation projects. They need process management tools



Process Re-engineering

Industrial processes are some of the hardest to decarbonize. The buyer often must account for an enormous amount of brownfield capacity. [Do you really understand how your business customers buy?](#)

WHAT INFORMATION IS INCLUDED IN A BUYER PERSONA?

The Buyer Persona builds an understanding of the circumstances that surround every large B2B purchase.

1. Priority Initiatives
2. Success Factors
3. Perceived Barriers
4. The Buyer Journey
5. Decision Criteria*

[*The Buyer Persona Institute, 2017](#)



“Type a quote here”

The 5 Step Process to DIY Your Buyer Persona

HOW TO CREATE AN INBOUND MARKETING BUYER PERSONA

1. Start by identifying six to eight customers and non-customers to interview.
2. Interview customers who just bought.
3. Interview prospects who considered but did not buy.
4. Interview prospects who quit looking for a solution.
5. Conduct two or three additional interviews each month.



Sample Energy Efficiency Buyer Persona

Meet Fiona. She is a fictional persona. She is a Director of Design and Construction for Global Manufacturing Holdings Corporation. Fiona's is a fictional person created to represent a commercial energy efficiency buyer.



I'm an
Example
EE Buyer

Persona
Profile

Priority
Initiatives

Success
Factors

Perceived
Barriers

Decision
Criteria

Buyer's
Journey



Persona Name: **Fiona**

Industry **Manufacturing**

Roles: **Facilities Design and
Construction Director**

Report to: **V.P.**

Education: **Engineer, CPM, CCM**

Solutions: **Manage Design/
Construction of
Facilities**

My responsibilities:

- Planning and supervision of design
- Oversee management of construction
- Implementation with Internal Stakeholders
- Leverage best in class project management principals across operational group boundaries
- Monitor and report on progress to internal stakeholder groups
- Review, negotiate and finalize contracts with suppliers and stakeholders

How I am Evaluated:

- Ability to organize and lead cross-functional teams
- Current expertise in design and construction management requirements and regulations
- Utilization of class project management principals across operational group boundaries
- Metrics for cost and efficiency
- Verbal and written communication
- Presentation of plans and construction projects
- Alignment with corporate goals

How I get my information:

- Peers
- Managers
- Suppliers
- Trade groups
- Continuing education
- Web research
- Trade publications
- Government agencies



Persona Profile

Priority Initiatives

Success Factors

**Ask this Question:
What happened the day your company decided to solve this problem?**

What business conditions trigger this buyers' decision to look for a new Energy Solution Company?

- **New-build Greenfield Solution implementation - this has been moved to a corporate objective with high visibility - the budget has been assigned, the VP has a must-complete date assigned to his division**

- **Savings and payment term improvements must occur to enable Greenfield Solution objectives. Achieving this departmental objective is necessary to achieve the overall corporate objective.**





Persona Profile

Priority Initiatives

Success Factors

Bar

Ask:

Once you found a few options, how did you narrow down your list?

This project will be a success if:

- **I'll have a single comprehensive view of energy savings and energy use.**
- **I can offset costs of transition to Greenfield solution.**
- **I can document decreasing costs and lower energy use.**
- **I can deliver savings and payment terms that enable growth objectives and meet my job requirements and position myself for growth at Global.**
- **I will have no service delivery issues, and fully loaded costs will not exceed estimates.**





Persona Profile

Priority Initiatives

Success Factors

Perceived Barriers

Decision Criteria

What has concerned us about investing in an Energy Solutions Company before and what concerns do I have about your company?

- **The cost was not justified by a priority initiative.**
- **Money not spent now is more important than money saved in five years.**
- **Can we do it ourselves? Do we really need an ESCO?**
- **We do not know your company or your record, reputation, and values.**
- **Your solution is bundled. Can we break it down?**

Ask:
How did you decide which companies to keep on your list?



Ask:

How did you decide which companies to keep on your list?



na
e

Priority
Initiatives

Success
Factors

Perceived
Barriers

Decision
Criteria

Buyer's
Journey

Features that I will evaluate to make a decision

- I need a sales executive who can advise on how to increase value. I want to account for several different “what if” scenarios in the RFP.
- Low visibility is not an option - I must be able to report on how we are meeting the goals regarding EO-13693 compliance, cost savings, energy savings, and efficiencies.
- I am concerned about social media comments on your post-sale support and tech blog comment on your fully-loaded costs.
- I want to be able to work with you online. I want to chat and access you via mobile for more flexibility.





Persona Profile

Priority Initiatives

Success Factors

Perceived Barriers

Decision Criteria

Buyer's Journey

**What is Fiona's role in the decision process?
What resources does she trust?**

• **I am required to be familiar with several solutions.**

• **I am responsible for driving down costs for new build construction and this is the largest variable that will affect the outcome.**

• **The solution must show a clear path to EO-13693 compliance.**

Ask:
Who else was involved at that stage?
How did you decide on the final choice?



**Persona
Profile**

**Priority
Initiatives**

**Success
Factors**

**Perceived
Barriers**

**Decision
Criteria**

**Buyer's
Journey**

Every member of sales, customer service, and marketing should have a copy of the buyer persona and it should be update every few months with one or two more interviews.

You may want to consider providing this information to every employee.

IN SUMMARY

Building your Buyer Persona is about talking to your non-buyers first. When you interview them, focus on the process they went through to come to a decision.

Like this? Here are more facts:

[Facts about Millennial B2B Buyers - click to go to download page](#)

[B2B Buyer Facts - - click to go to download page](#)



Cumulate Marketing is purposed to help Energy Efficiency, Renewable Energy, and Sustainability Companies Communicate Value and Grow using inbound digital and tradition marketing.

Cumulate Marketing is a HubSpot partner with Inbound and HubSpot Software Certifications.

