

Finding buyer persona respondents: 5 TIPS FOR SUCCESS



Can't find the right respondents after you just started your buyer persona project? In order to listen to your buyers or customers, you need respondents who are willing to participate in a conversation. Finding respondents can be more difficult than you initially thought. **We give you 5 tips to recruit respondents:**

1 Plan a moment with Sales

Plan a moment with your sales colleague to create a list of potential respondents. Go over this list together and spot 'opportunities'.

2 Check your personal network

Check your personal network and see if you know people with the job title you're looking for. Lots of potential customers can provide you with valuable insights as well. Discuss with your sales colleagues which customers could be the right match.

3 Post a call on LinkedIn

Post a call for respondents on your own LinkedIn account (and the account of your colleagues). Also share a post on the LinkedIn company page. This way people outside your own network will see your call for respondents too.

4 Approach other contacts

Do you have close contacts at interesting companies, but are they not the right respondents for your buyer persona research? Maybe, because they have a different job role? Ask your contacts if they can connect you with the right person in their company with whom you want to plan an interview.

5 Offer a thank-you-gift

Offer respondents who participate in your research a thank-you-gift for their cooperation. You're asking for their time, so offering a thank-you-gift is the least you can do.

At last, do not give up hope! You will find those respondents as long as you put some time and effort in.

Get started

Want to know more about optimizing your content marketing strategy? We are happy to help you. Please contact your SPOTONVISION project manager or send an email to shimon@spotonvision.com or call +31 (0)6 15 95 22 46.

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