

Silicon Publishing

Buyer Personas

Chad Coder



Background / Demographics

- Heavily skews male
- Primarily 30s-40s
- Mid-level and senior professionals
- 10-15 years programming and/or product management experience

Commonly-Held Roles

- Enterprise Architect
- IT Manager
- Software Engineer
- Product Manager
- Solutions Architect

Technologies Used

- GitHub
- Proprietary development tools

Challenges in Messaging

- Modernity over practicality
- More interested in technological abstracts than concrete solutions
- “What is it” vs. “How do you do it”, ie. “is the solution headless or serverless”
- Not in the same domain as SP

What is Chad Seeking in a Vendor?

- Modern, up-to-date
- Knows the latest technical fads
- Integration made easy
- Familiar with tech buzzwords
- Big on APIs

Marketing Message

- Explain what Silicon Publishing does from a dev standpoint, to dive into that “what is it” messaging
- When marketing to buyers like Chad, don’t be shy about using tech buzzwords and describing APIs in detail!
- Aim to impress. This persona wants to be impressed. Pizzazz comes before practicality in marketing to them.

Yetta Yearbook



Background / Demographics

- Mixed genders, skew slightly female
- Primarily 30s-40s, but also early-mid 20s
- Mid-level and senior professionals, some junior roles
- Frequent involvement from teens/high school students

Commonly-Held Roles

- Director of Product
- VP Design
- Product Manager
- Project Manager
- Sourcing Manager

Technologies Used

- InDesign
- Other design and pagesetting software

Challenges in Messaging

- In the same domain as SP, Yetta speaks design and typography
- Focuses on just one aspect or function instead of the big picture
- Yetta's systems are hard to use, with lots of nuanced details
- Not extremely tech-savvy

What is Yetta Seeking in a Vendor?

- Can work with strict time constraints
- Makes the designers' jobs easier
- Visual quality in output
- Templates can be easily and consistently set up

Marketing Message

- Quality of the output is Yetta's main goal. Communicate that your solutions produce the best output.
- Focus on Yetta's pain points. Where have other vendors failed? Why didn't their solutions work for the product?
- Pragmatism and practicality over buzzwords. Explain how it works, in designer speak rather than a copy of *Wired*.

Robin Retail



Background / Demographics

- Mixed genders, but skews male
- Primarily 30s-40s, but also early-mid 50s
- Senior and high-level marketing professionals
- Some general and operations managers
- Retail, real estate, other industries

Commonly-Held Roles

- Marketing Manager
- Brand Manager
- Director of Marketing
- Director of Digital Marketing
- Email Marketing Manager

Technologies Used

- Canva
- Other basic tools for content creation and distribution

Challenges in Messaging

- Not in the same domain as SP, not very familiar with design terms
- Uses all kinds of systems, but wants to avoid interdepartmental clashes
- Not very tech-savvy, but willing to try new solutions and vendors

What is Robin Seeking in a Vendor?

- Tractable proof vendor can make workflows simpler
- Consistency
- Easy user experience
- Versatility

Marketing Message

- Differentiate marketing and management functions: e.g. email marketing needs vs. brand management
- Robin is an optimistic buyer willing to try new solutions, but what are his problems? How does SP compare to his current systems?
- Focus on workflow, efficiency, and cost savings.