Using Buyer Personas to Drive Ecommerce Sales
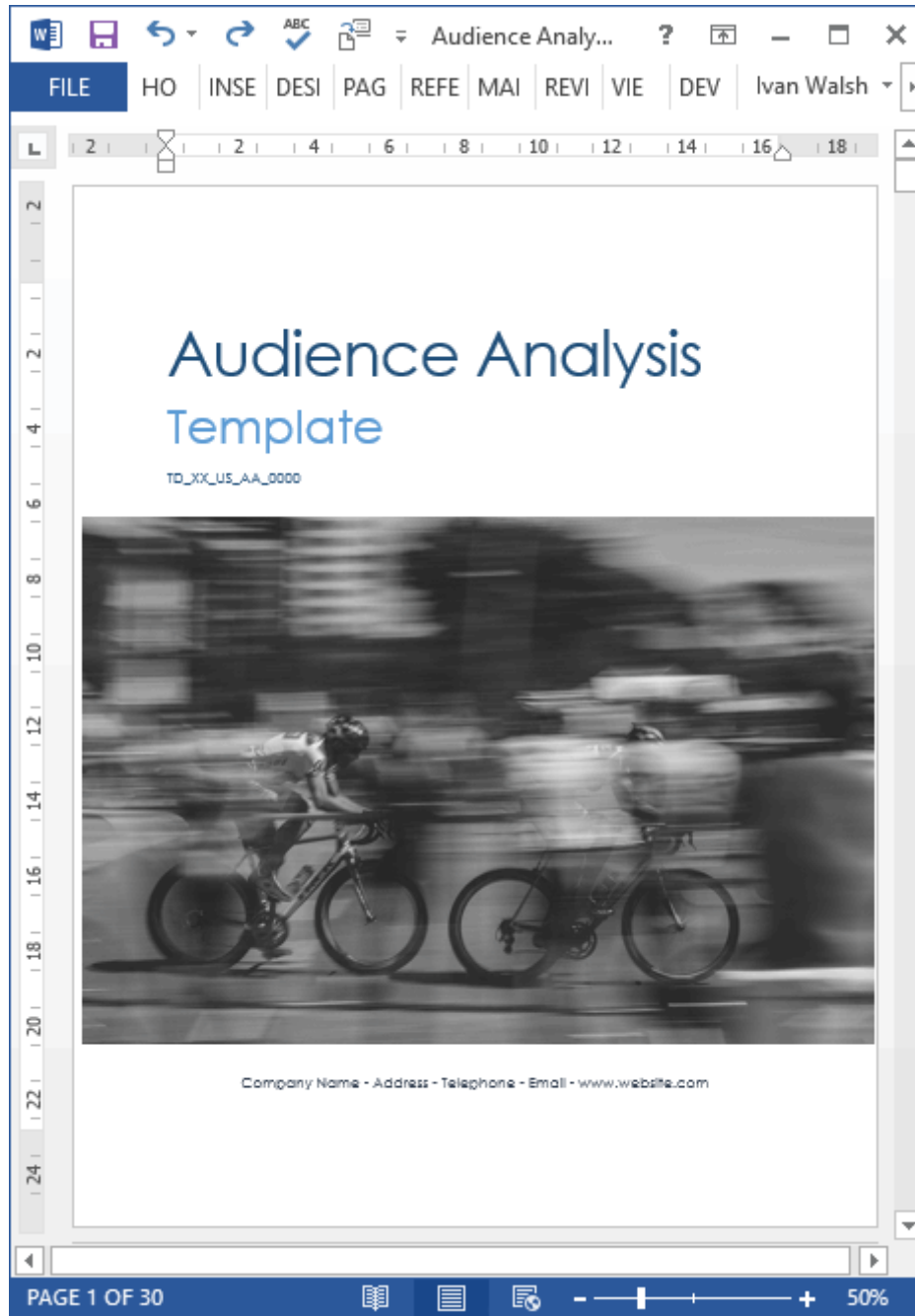
If you plan to build an ecommerce site, conducting Audience Analysis will allow you to create personas around which you can then build content. Personas as designed using the information you gathered during market research activities.

Audience Analysis Template - Instant Download

Using Personas To Drive Sales on Ecommerce Sites

Step one. Identify specific goals you can measure. Otherwise, it's guesswork.

- List these in order of importance.

- Define the critical success factors, such sales per month.

- Identify the main obstacles to achieving this.

Define Purpose

Although these goals may be re-assessed after your initial market feedback, it is necessary to have this framework in mind in order to define your target audience, strategy and content provisions.

Define Target Audience

Unless your site is very broad in appeal, it is advised that you focus on structuring your site around the needs of your specific target audience. If you are developing for a vertical sector, such as Health, then you can look at what others have done in this field and use them as benchmarks.

Define your list of potential users as follows:

1. Determine who will be interested in the content. During this phase you can be fairly open and include all those groups that might have some interest in your content. Later you will refine this.

2. Decide which of these groups you can practically serve. There is no point selling goods that you cannot ship internationally if the costs are too high.

3. Find out the percentage of your potential user groups that are web-enabled. What percentage of these is likely to use them web to make online purchases? For example, do they have credit cards?

Once you have completed the market research, create Audience Analysis worksheets and use these to capture more demographic information about your target customers. Then feed this into the design process and build content that suits the needs of each persona type.

About the Author

Ivan Walsh helps small businesses use eCommerce effectively: https://www.klariti.com/

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