

COMMERCIAL BUSINESS PERSONAS FOR B2BS

Target, Partner, Lead & Grow



A New Tool for the B2B Toolbox

Customer personas have become critically important sales and marketing tools, but they're not just for B2C companies anymore.

Businesses across industries have reached far beyond simply knowing who their commercial customers are in order to provide relevant solutions to problems. Today, savvy business leaders embrace the power of data intelligence and predictive analysis to explore their customers in new, more insightful ways, delving deeper than customer segmentation has ever gone before.

They do this by designing--and applying--commercial business personas.

Commercial business personas are built on real data, and they're reflected back onto customers so that sales and marketing teams can prioritize leads, engage customers in personalized, meaningful ways, and entice them to buy, adopt, enroll or proceed along the customer journey.

In the following pages, BlastPoint introduces you to this relatively new concept of commercial business personas. We'll define what they are, explain how business organizations are using them to achieve real growth, and share some boiled-down snippets of what a basic commercial business persona might look like, to get you thinking about how you can start using them.

What is a Commercial Business Persona?

A typical customer persona is an imaginary, fictionalized customer who uses your business.

Personas are pretend, almost idealized customers, but they are based on actual customer data you have gathered.

They can represent existing customers, or they can represent the kinds of customers you are looking to attract.

Personas have names and faces (all fictitious, of course), typically culled from stock photography or graphic artists' digital avatars.

They have educational backgrounds, health issues, political beliefs, communication channel preferences, family dynamics and, sometimes, even a favorite quote.

Smart business leaders lean on personas because they know that, if they don't interact with customers in the ways they want to be reached, served or spoken to, customers waste no time moving on to the competition.

Expert marketing firms like [HubSpot](#), [InVision](#), [Xtensio](#) and many others offer free guidance and even downloadable templates to help

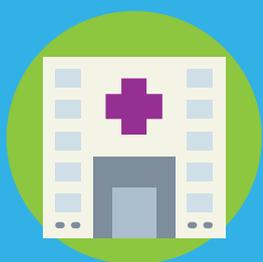
businesses get started building their own customer personas.

While these templates certainly have value, we believe the best personas are built on the backbone of several types of data that get blended together, such as what we at BlastPoint integrate for our partners. This includes customer demographics, answers from surveys, customer channel preferences and shopping habits, neighborhood statistics like home values and household makeup, organizations customers donate to, their beliefs and values, and more. As a result, we believe templates are inadequate for building actionable commercial personas.

A commercial business persona exemplifies a business, organization or other commercial entity, and reveals data like credit rating, its customers' behavior, annual revenue, digital marketing messages and reach, number of employees, number and location of its offices or stores, its likelihood to partner with your business to fulfill a particular initiative, and more.

SAMPLE COMMERCIAL PERSONA

Industrial Supply Co. Exploring Potential New Customers



Sniffles & Stitches

- Business Type: Urgent care health clinic
- Age of business: 12 years
- Number of Customers: ~260 patients/week
- Annual Revenue: \$500K
- Location: Ohio tri-state area
- Biggest Challenges: Keeping up with COVID testing demands & staffing
- Propensity to contract for new industrial supplies: 94%

Best Messaging for Engagement:

Small urgent care facilities and neighborhood health clinics face numerous challenges, especially now. They're short on resources, employees and, often, time. Offering swift, free, contactless delivery of low cost cleansing, office and medical supplies from a one-stop-shop experience will cut costs by reducing employee time spent on inventory and shipping fees, and will keep the clinic working like a well oiled machine.

Top Channels for Outreach:



Trade Magazines



Internet Ads



Television Ads

Sample commercial persona for an industrial supply company's marketing initiative. Please note that this persona is entirely fictitious; all actual consumer data is confidential.

Who are Personas Good For?

Personas are typically crafted by B2C companies to represent individual, human customers, and they're an essential tool for understanding those people at a granular level.

But there's no rule saying B2Bs can't or shouldn't use them, too. In fact, we strongly recommend B2Bs use commercial personas. Understanding who, exactly, you serve—whether they're grocery stores, tool distributors, custodial services or banks—gives you a clear indication of **three key things**:

1.

Precisely where your best sources of revenue come from, so that you can generate more of it.

2.

How to craft resonant, relevant messaging that meets your business customers' needs and will sell more of your products or services.

3.

Where to look next to find more customers just like the loyal ones you're serving now.

B2B teams are beginning to use commercial personas to carry out coordinated, cost-effective, targeted outreach campaigns, devise smart strategies and generate more sales. **Those who do this well tend to land more deals faster, sell more widgets, and grow into new markets more easily.**

Beyond Segmentation

According to [TechTarget.com](https://www.techtarget.com), “Customer segmentation is the practice of dividing a customer base into groups of individuals that are similar in specific ways relevant to marketing, such as age, gender, interests and spending habits.”

We agree, and segmenting customers into subgroups is a necessary and effective process. But building a persona, whether it's in the context of a B2C or B2B, goes a few steps beyond segmentation.

Personas require you to dig deeper to reveal, and make actionable recommendations for, customer communication preferences, as well as a business's needs, desires, background, what's coming next for that entity along their growth cycle and where they're headed on their customer journey.

And personas let business teams envision one, emblematic human or entity in their minds as they craft campaigns, so that their end results are more targeted, authentic and effective.

“In B2B marketing,” [TechTarget](https://www.techtarget.com) further explains, “companies are concerned with decision-makers' job titles, the industry sector, whether the company is public or private, its size, location, buying patterns and their technology at their disposal, for example.”

Those are all critical pieces of information for B2Bs to have. But more than that, **our business partners want to know things like current market trends in a given area, proximity to other businesses that might support their ventures, the number of qualified potential employees that could support new growth in a given region, and target business customers' propensity, or likelihood, to buy different products or services.**

Marketing firm [Trending Up](https://www.trendingup.com) advises teams designing personas to “Be as specific as possible; this practice will allow you to create very targeted marketing that's relevant to your buyer. Relevance is what each buyer is looking for when making a purchase recommendation or decision, and you'll utilize your buyer personas to create messaging that's specialized to each one.”

Prepare to Pivot

B2Bs have to be able to respond quickly to sudden shifts in an economy such as the one we are experiencing now. Variations in the supply chain, demand changes, new regulations, staffing disruptions, advancements in technology, or even, say, a global pandemic, make it necessary for companies to pivot in order to survive.

When COVID-19 shut down U.S. schools and workplaces in March 2020, [Forbes.com Senior Contributor Blake Morgan](#) says that video conferencing platform [Zoom](#) quickly pivoted to serve more business customers by enriching its education and training materials. They also enabled more robust virtual conferences to take place on the platform, and added extra security for tele-health meetings between doctors and patients.

Morgan's article also cites [FedEx](#), which pivoted during COVID after hearing the cries of small business owners in jeopardy: the shipping giant extended special services, discounts and support to them, specifically, so

they could continue to safely ship and receive packages.

And industrial supply company [Grainger](#) pivoted away from showcasing its popular machines and motors, says Morgan, and toward selling more safety-related materials. Grainger's website now highlights social distancing and safety tools like PPE, disinfectants, office equipment for staff to work from home, and temporary structures, generators and lighting equipment for makeshift job sites.

Each of these companies made quick pivots in response to the pandemic because they knew exactly who their customers were and what they were up against.

Using personas allows companies like these to update themselves quickly and remain relevant no matter what the economic conditions.

SAMPLE COMMERCIAL PERSONA

Electric Utility Looking to Expand C&I Lighting Hardware & Service



Fast & Healthy

- Business Type: regional restaurant chain prioritizing healthy food
- Age of business: 5 years
- Number of Customers: 5,000+ customers/week
- Annual Revenue: \$10 million
- Locations: Ohio, Pennsylvania, New York State
- Biggest Challenges: outfitting new location with lighting, equipment, staff while cutting costs
- Propensity to adopt LED lighting : 97%

Best Messaging for Engagement:

Regional restaurant chains that prioritize health & wellness are in high demand, but the pandemic has created challenges, like pivoting to take-out and delivery only. Installing energy-saving lighting in new locations under development will help reduce operations costs while also providing an opportunity to reach more health- and energy-conscious customers during an economic crisis.

Top Channels for Outreach:



Twitter



Internet Ads



Radio

Sample commercial persona for an electric utility's commercial lighting initiative. Please note that this persona is entirely fictitious; all actual consumer data is confidential.

Expand into New Markets

Personas breathe life into your business customers, letting you imagine and understand them far beyond their logo, commercials or tagline. Instead, you get crispness and granularity in knowing their behaviors, needs and even the people they serve. Having personas of the different companies that exist in a vertical you're exploring will help you decide whether or not it's a good fit or too big a risk for you, and whether to pursue expansion into that market or look elsewhere.

Moving beyond geography, you may be considering offering a new type of service. An insurance provider, say, may be eager to expand into serving the relatively new market of food truck operators. It would be necessary for an insurer to know all the latest changes to rules and regulations affecting the exploding food truck industry, of course. But it would

also be helpful for the insurer to have a real glimpse into what it's actually like to operate a food truck, such as what unique barriers those owners are up against, how much food truck operators can actually afford to spend on insurance coverage, what specific needs they might have, how the differences in what kinds of food or drinks they serve affect who and where they want to operate, where they get their supplies, what their future objectives are and what kinds of communication methods they prefer.

Commercial personas that outline different types of food truck operators in one area versus another, or that differentiate between types of food served, would detail all of these characteristics for the insurer, so that **they would be empowered to make a wise choice about where to enter the market and which leads to pursue.**

SAMPLE COMMERCIAL PERSONA

Insurance Provider Seeking to Serve a New Market Segment



Lunch Crunch

Business Type: Food Truck Operator
 Age of business: 4 years
 Number of Customers: ~300/day
 Annual Revenue: \$220K
 Primary Location: Oakland area of Pittsburgh
 Biggest Challenges: Rules & reg changes; equipment safety; how to scale
 Propensity to buy new insurance: 78%

Best Messaging for Engagement:

Food truck operators face new challenges in the era of COVID-19 as residents and municipalities debate where and how they should be able to serve their customers. They're bombarded with demands from every angle at this difficult time. A bundled policy with our small business discount covers their vehicle, equipment, food safety measures and employee protections at the same time to ease their mind and budget.

Top channels for outreach:



Email



Billboards



Twitter

Sample commercial persona for an insurance company's customer discovery initiative. Please note that this persona is entirely fictitious; all actual consumer data is confidential.

Build Business Partnerships

Commercial personas make it easier for businesses to identify potential partners to target for carrying out new programs, launching new products or expanding their reach. BlastPoint's energy partners use the commercial personas we've built to solidify partnerships that help them expand electric vehicle infrastructure in different parts of the world. It's a complicated endeavor, though; one that our partners call a 'chicken-and-egg' problem, with a lot of players involved who all need each other to make it work.

Multi-Organizational Collaboration, in Action

- An electricity provider is eager to sell more electricity to support this new technology, so it needs EV car makers to build more cars, dealers to put more EVs on their lots, and charging station manufacturers and installers to partner with to round out the whole infrastructure.
- An EV manufacturer wants to sell more electric cars, so it needs more dealers to agree to sell them and more consumers to want to purchase them.
- A charging station manufacturer needs a location host (e.g., a hotel, movie theater, private parking lot or employer) to install its chargers, as well as a supplier of electricity and more drivers of electric cars.
- A local business wants to attract more high-end customers by offering upscale services like onsite EV charging, so it needs to build partnerships with an installer, manufacturer and electricity provider.
- Car dealerships want to attract a new kind of consumer to increase sales in a changing economy...



...and the circular relationship carries on. You can see how building effective partnerships requires a coordinated effort, and why multi-organization collaboration is so essential.

What's also apparent is the enormous role that commercial personas play in this real-life, partnership-finding scenario. **When businesses that need each other know each other, when they can easily find each other and know how to communicate with one another, they waste no time striking up great partnerships and successful deals.**

Get Started Building Your Commercial Personas

Businesses today work hard, in new and exciting ways, to stay relevant, and to please and keep their customers over the long term.

Staying relevant may require restructuring how your company operates, changing what products and services you sell, or appealing to an altogether different kind of customer.

Commercial personas let you do that confidently, without the guesswork. BlastPoint's partners have designed commercial business personas for all kinds of applications, and used them to successfully:

- Evaluate potential opportunities in new markets,
- Prioritize sales leads,
- Enable business drivers at a tactical level,
- Give sales and marketing teams the insights they need to engage customers effectively,
- Drive adoption of new programs,
- And more.

During this time of economic upheaval, all signs point to digitization as a primary key to unlocking stability and growth. Consumer behavior and demands are constantly shifting, and collaborative partnerships indicate new and explosive possibilities for the future. **Now is the time to build commercial business personas for your business.**

Whether you're looking to explore a new territory, serve a different sector or sell new products, identifying which other business entities will help get you there is essential.

Building AI-powered, data-backed commercial personas is the fastest, easiest way to get there.

If you're ready to take this critical step for your business, BlastPoint is here to help. Visit blastpoint.co or email us at info@blastpoint.io to create your commercial business personas.

SAMPLE COMMERCIAL PERSONA

Electric Utility Looking for Partners to Expand EV Infrastructure



Anniversary Getaway

- Business Type: High-end hotel
- Age of business: 33 years
- Number of Customers: ~60 guests/night
- Annual Revenue: \$3M
- Target Location: Mid-Atlantic region
- Biggest Challenges: social distancing while attracting customers, keeping employees
- Propensity to install EV charging: 67%

Best Messaging for Engagement:

High-end hotels have lost revenues and customers throughout COVID-19, as have airlines and others in the tourism industry. With fewer people flying and more opting to drive, if they travel, EV charging onsite will be a key feature that attracts affluent customers to spend the night. EV drivers tend to earn more, and when they travel, they need a place to charge up. Make it a no-brainer for them to spend the night. Accommodations with EV charging enjoy higher occupancy rates.

Top Channels for Outreach:



Magazines



Email



Television

Sample commercial persona for an electric utility's EV infrastructure expansion initiative. Please note that this persona is entirely fictitious; all actual consumer data is confidential.