



Content Done Right

Monthly Newsletter

August 2020 Issue: Personas

As Meredith Hill put it, “When you speak to everyone, you speak to no one.”

Simply put, personas are critical to the foundation of any good marketing plan. I’m often dismayed by how this fundamental marketing concept is overlooked, dismissed, and diminished in priority for marketers. With a good persona, you can align your messaging directly to your target buyers with a much greater impact. Without them, you’re blindly grabbing at a marketplace with inconsistent and often frustrating results.

TL;DR - Personas...Use them.

Please enjoy this August edition of Content Done Right.

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Cheers,

Philip Bosley,
President and CEO
Tactical Marketing

Persona Building Guide

TACTICAL PERSONAS
An Easy Guide to Buyer Personas
By TACTICAL MARKETING AUTOMATION

"If you try to reach everyone, you will reach no one. If you try to be everything, you will be nothing."

Our downloadable guide provides to-the-point prompts to create elaborate customer profiles without wasting time.

[View Now](#)

Driving Traffic by Persona



How can you apply personas to the process of attracting website visitors?

[Read More](#)

Poorly Defined Personas



Poor conversion rates? Difficulty defining the buyer’s journey? It might be time to revisit your personas.

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HOW CAN WE HELP YOU SUCCEED?

Schedule a [FREE CONSULTATION](#) today. Together, we’ll explore goals, make a plan, and when you’re ready, execute together.

[Start Here](#)