

# PSYCHOGRAPHICS FOR B2B MARKETING



## Introduction

Personalization has many benefits for B2B marketers, from building lasting customer relationships to driving long-term revenue. It is also a particularly important issue in an era when audiences are bombarded with content across channels and devices, both in their personal and professional lives. In this climate, messages or offers must be, at the very least, relevant to the recipient.

In the past, B2B marketers addressed personalization by creating buyer personas, representations of their ideal consumer based on demographic data. The challenge is that persona-level targeting does not address some key factors in the buying and decision-making process. While a persona may capture the essentials of who a prospect is, it does not delve into the specific drivers of a purchasing decision.

For marketers, psychographics is transforming the ability to relate truly relevant messaging to an audience. This methodology enables marketers to understand behavior using data to reveal desires, and even to predict future needs.

## Purpose of this whitepaper

As B2B marketers, you need to understand the behavior, the emotions, and the motivations that drive your customers to purchase products. This is where psychographics comes into play. This whitepaper will explain how psychographics can be used to attract the right leads and provide them with valuable solutions at the perfect time.



# The fundamentals of psychographics

Psychographics is based on IAO variables (interests, activities, and opinions). Like behavioral science, psychographics connects to the cognitive factors and key influences behind purchase decisions and consumer behaviors. This is based on a person's interests, activities, opinions, political values, ethics, biases, prejudices, and social conversations.

All of this data—in addition to demographic data—can be used to create a sophisticated, highly advanced consumer profile. According to a [2019 report](#), consumers want companies to get up close and personal. 75% of consumers are more likely to purchase if a company provides personalized recommendations. That's why B2B marketers are under pressure to understand the consumer's needs and expectations.

And as many B2B companies aim to reach an unsegmented audience, this profile can help to address a brand's target audience with personalized messaging. This research can help you determine and address what's important to your B2B customers.

Essentially, rather than creating a consumer profile based on demographics or firmographic data alone, psychographics enables B2B marketers to incorporate qualitative data, which is how they think, and tells you why they buy what they buy, rather than just who they are on a superficial level.

Demographics:	Firmographics:	Psychographics:
Age	Industry	Personality
Gender	Location	Lifestyle
Occupation	Size	Activities
Ethnicity	Status or structure	Opinions
Geolocation	Performance	Interests

## Tapping into a buyer's psychological profile

B2B marketers have long sought to connect with their part of the brain that drives analytical thinking—the neocortex. Yet B2B buyers are more influenced by behavior and emotions, rather than logic. That's why B2B marketers must make sure that they understand and analyze the emotional profile of their audience.

After all, valuable insight can be gleaned from such data, which can then be used to segment leads and target them with personalized content through paid campaigns or organic interactions on social media. In other words, psychographics can help you align your marketing messaging more closely to what your potential customer holds dear. It's a more effective way to generate leads—but also an important foundation for ongoing nurture.

There is always an emotional connection to consumers and the products they buy, and it's your job as a marketer to tap into that psychological profile—and see what makes people tick. It's also an important way to earn trust. It's a sad truth that a large percentage of customers believe that companies don't have their best interests at heart.



## Psychographic profiling and segmentation

According to an [Evergage report](#), 85% of marketers say that customers expect a personalized experience. Proper psychographic profiling is the first step to establishing an emotional connection with your audience and is an advanced and strategic path to driving purchase outcomes.

As consumers, we are all guided by the events and milestones in our lives, and our purchase decisions effectively reflect that. For example, while demographics might tell you something about a prospect's profession or current role, his or her pain points on social media might tell you that they're in the market for a specific B2B product. But it's up to B2B marketers to identify those emotions, motivations, and behaviors—which in turn helps you segment your audience more effectively.

Segmentation is much easier and better when you have a detailed description of your buyer personas. While two people might have similar demographics, it's the psychographic data that can differentiate one lead from another in terms of sales prospects and readiness to buy.

In a 2019 poll carried out by [Business Wire and RedPoint Global](#), findings revealed that 63% of consumers expect personalization as a standard of service. It also showed that a majority of consumers are willing to share personal information with companies if it will be used to create a personalized experience, but brands must be transparent about the information being collected.

Essentially, psychographic segmentation allows you to tweak particular campaigns based on leads and their emotional responses in a way that's beneficial to your brand.

The best way to start collecting psychographic data is through marketing automation. Set up your CRM software in a way that it's able to collect and collate everything in one place—which is essential to later campaigns.

# How to gather psychographic data

## Interview existing clients

If you want to gain a fresh perspective, talk to your existing customers. If you have a strong relationship with your existing customers, you can gain some honest, unbiased feedback. Asking the right psychographic-centered questions here is key.

This can help you identify important pain points, major trends, and patterns that can help add to the creation of your profile. You can ask what motivated them to purchase the product, how it eliminated their pain points (and if it did), and why the product outperformed competitors.

## Investigate website analytics

Looking at your website analytics to see what and where your site content has performed can also help you glean important psychographic insights. After all, people's motivations can be revealed by what they buy. Here you can easily gather what has moved customers to click and buy, and even what type of content they're reading can give you some important generalized data.

Google Analytics is a useful resource as you can pull information on audience interests with the 'demographics overview' feature, as well as interests according to different age brackets.

## Monitor social media platforms

Many social media platforms offer built-in analytics, which can help analyze trends in interests and behaviors using 'sentiment analytics'. This pulls data into sizable reports for your use. Plus, when customers and other leads comment or message your brand, make sure to see what they're saying and feeling towards your brand—as this can help you better shape your campaigns.

## Conduct focus groups, surveys, or group interviews

Directing some of your marketing efforts to focus groups, surveys, or group interviews is a great way to ask those all-important emotionally-driven questions and receive varied feedback from several sources in return. You can ask them about their interests, activities, and opinions—be it post-purchase or pre-purchase, and effectively understand the type of target audience you're after.



# Generating qualified leads with psychographics

Collecting psychographic data drives results. That much is clear. Targeting people based on how they think can help you, as a B2B marketer, deliver relevant messaging on behalf of a brand to that audience, help understand what they like, and even predict future behaviors. In essence, designing a campaign around psychographic data is essential in today's tech-driven personalized world of marketing and advertising.

ABM campaigns, for example, rely on a combination of demographic and psychographic data to have a high success ratio. But there are more ways to apply this strategy to generate qualified leads.

We've outlined a few methods below to help you in your psychographic research:

## ➤ Map out your customer journey

Tracking every step of the customer journey with CRM is essential to make the most out of your psychographic data. Automating all the marketing mapping tools with CRM and AI will help you track leads' actions when interacting with your product. This process requires a continuous optimization with A/B testing, as most B2B marketers will understand that each lead or customer is a different persona—and therefore follow a different customer journey, impossible to track without an automated CRM.

## ➤ Optimize your online resources

Your brand's values should align with those of your ideal customer. After all, if your brand follows the same line of positioning as to that of your customers, then other potential customers who feel the same way will be interested in your product. It's important to take the time to look at the psychographic data of your most loyal customers to understand their values and perspectives. If something is missing, you could consider reevaluating the way you position or message your brand across channels.

The same goes for other online environments that your brand owns. A simple readjustment of keywords, images, or headlines can boost traffic, leads, and ultimately, conversions. This also applies to your paid ads and organic search, as psychographic data can help you narrow down the list of keywords to those that are highly used by your target audience.

## ➤ Generate content ideas

**90% of B2B marketers** say the leading attribute of content marketing effectiveness is 'audience relevance.'

Psychographic data can give you an important edge over competitors, as this data explicitly shows you what kind of content, pain points, and messaging would perform well. The topics you cover in your content marketing efforts should always focus on psychographic data, as this is a path that leads directly to your consumers.

Using these insights to create sub-categories of content, angling your stories better, or covering something that hadn't previously been on your radar will increase content engagement, the number of shares, and even conversions. After all, who doesn't want relevant content that appeals emotionally to people on a deeper level?

### ➤ Deepen your connection on social media

First off, psychographics will help you meet your target audience on the platforms they most rely on. You'll essentially be able to tell which platforms your audience is most active on, and therefore determine where to target your courses of action.

After all, you don't want to spend time and resources on Facebook if all your prospects are engaged with competitors on LinkedIn. Using psychographic data to pinpoint your leads' preferences in terms of platforms cuts out the guesswork and puts your content directly in their view.

### ➤ Appeal to your audience with email marketing campaigns

This same thread of thought applies to email marketing campaigns. Having a detailed, psychographic profile of your audience means you can apply the solutions to their pain points via email, effectively improving open click rates, engagement, action, and amount of subscriptions. Plus, only [30% of marketers use audience segmentation tactics](#) to improve email engagement, meaning there's a gap to be filled.

## The future of demand generation and psychographics

When used along with demographics, psychographics is both an innovative and highly effective methodology, which should be used to generate leads and nurture prospects.

This kind of data shouldn't be ignored, as it is the most effective way for B2B marketers to understand their target audience, gain new insights, and find new ways of communicating with prospects searching for suitable B2B solutions.

If we apply a research-based approach, it's easy to see that this marketing strategy incorporates both art and science: art as the ability to craft relevant messaging that appeals to a buyer's emotions, and science as the research behind gleaming this psychographic data. It's only a matter of time before B2B customers come to expect this kind of expert targeting, and even less for it to become the norm in B2B marketing.

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