

Buyer Personas

Prioritized Buyer Personas, Feb 2020

What they are:

Semi-fictional representation of your ideal customer based on market research and real data about your existing customers

Why they matter:

- Critical for understanding where to focus marketing's time, energy, and \$\$\$
- Essential for targeted messaging both in lead gen and product positioning
- Help freelancers, contractors, and external parties quickly get to know and build empathy for our buyers
- Align depts and create shorthand (e.g., everyone knows who Courseware Creator Chandler is and what he cares about)

2020 personas:

Note: Boclips has buyers in North America, the Middle East, Asia, and Europe. These personas are all in the U.S., which is where marketing is focusing budget and effort in 2020.

	Persona Name	Inclusive of Roles	Company type	Decision
B2B	Executive Elaine	Executive & C-Suite	Publishers, EdTech companies	Buyer
	Product VP Peter	Product Leads	Publishers, EdTech companies	Buyer, Influencer
	Courseware Creator Chandler	Curriculum Developer, Content & Editorial, R&P	Publishers. EdTech Companies	Influencer
B2T	District Leader Don	District Admin	Districts & schools	Buyer
	Tech Lead Toby	Instructional Technology Lead	Districts & schools	Buyer, Influencer
	Curriculum Lead Carmen	Curriculum Lead	Districts & schools	Buyer, Influencer
	Teacher Tasha	Teacher	Districts & schools	User, Trial User, Influencer

Future personas:

- B2B: Rights and Permissions
- B2T: Assistant Superintendents, Principals, State and Regional Offices

B2B Personas: EdTech & Publishers

PROFILE #1: EXECUTIVE & C-SUITE

Persona: Executive Elaine (Benes), EdTech Elucid8

About Elaine:

- Title: CEO
- Early 50s
- San Francisco, CA
- Elaine began her tenure at EdTech Elucid8 as Chief Product Officer when the company was founded in 2012, taking the reigns as CEO just over two years ago. Although no longer directly responsible for making day-to-day product decisions, she's always looking for creative ways to differentiate Elucid8's product offering in a crowded marketplace. Elaine lives and breathes her company's mission to provide innovative education resources and wants to "take down" the behemoth publishers that still dominate the education market. She also answers to the Board, so matters of budget, revenue growth, and user growth weigh heavy on her mind.

About the company:

- Elucid8 is a subscription-based learning company providing online curriculum to students across the globe
- Founded in 2012
- Recently received additional investment (!)
- 45 employees
- At the start of big user growth (maybe x2 in the next year)

Key influencers:

- CPO, CTO

Key goals?

- Demonstrating general company success and YOY revenue growth to the Board
- Increasing her userbase of subscribers as well as market share
- Being perceived as the market leader in creating innovative edtech solutions
- Being able to demonstrate that their product helps learners
- Strengthening the company's brand and salience with investors (existing and potential)
- Finding alternative sources of revenue
- Keeping staff engaged and motivated

Biggest challenges?

- Budget and cashflow

- Retaining and growing user base in an increasingly crowded market

Potential objections:

- *We don't have time or bandwidth to make video a strategic priority.*
- *The company can't afford to make an upfront investment in videos.*
- *I need to see more evidence that Boclips can make our product more successful.*
- *We're already creating our own videos.*

Product messages most likely to resonate:

- **Improved learning** - By incorporating videos into their product, Elaine's team can produce more engaging learning experiences by bringing even the most complex, abstract ideas to life. This helps Elaine fulfill the company's mission to make a real and lasting impact on students' learning.
- **Differentiator** - Using videos can also be a powerful differentiator for Elucid8, which helps the company stand out in a crowded edtech market.
- **Award-winning brands** - Because strengthening her company's brand is a priority for Elaine, particularly with VCs, she'll be interested in hearing about the world-class content providers we have on our platform (TED, Intelcom, MazzMedia, Financial Times, Getty Images, PBS Digital Studios, AP).
- **Minimal upfront investment** - Always budget-conscious, Elaine will be especially interested in learning about how our integration eliminates the need for upfront investment in content. She'll appreciate that cost is linked to student impact—as measured by views—instead of large upfront license fees for downloading content.
- **API Integration** - As an educational SaaS product, EdTech Elucid8 already has a team of capable developers on staff, which makes our integration solution via API a natural fit.
- **Safe, ad-free alternative to YouTube** - Because her company doesn't have lengthy procurement processes in place like traditional academic publishers, Elaine's courseware creators have been using video content from YouTube in their courses. Broken links, distracting and busy UI, and inappropriate content can all weaken her product's success in the market, making Boclips a wise investment.

Where they get information:

- **Online:** Outsell, Fast Company, LinkedIn, Crunchbase, EdTech Digest, database companies like Holon IQ, etc.
- **In-person events:** ASUGSV, FETC, ISTE, Bett

Related titles: *Executive Vice President, Senior Vice President, President, Founder, Co-Founder*

PROFILE #2: PRODUCT LEAD

Persona: VP of Product Peter (Venkman), LeadingEdge LMS

Related titles: CPO, VP (of subject area), Product Manager, Head of Product, Product development Officer, Director of Course Development

About Pete:

- Title: VP of Product Development
- Mid 40s
- Peter recently joined LeadingEdge LMS as the VP of product development. He's responsible for ensuring the company delivers on its promise to use technology to impact education. He's managing a team of curriculum specialists, instructional designers, and product managers to get results. To be successful, Peter must synthesize the input he gets from product managers, sales, marketing, and the CEO and Board of Directors, while also keeping a close eye on the competition. Peter cares about the educational quality of LeadingEdge's products, but it's the efficiency of his team's time, his products' time to market, and his department's contribution to the bottom line that he's ultimately held responsible for.

About the company:

- LMS company
- The company has been operational since 2002 and is seeing positive YOY revenue growth
- LeadingEdge had quick initial growth and now sits at just over 200 employees

Key influencers:

- Product managers, instructional designers, curriculum specialists

Key goals?

- Bringing competitive, innovative educational products and features to market quickly and with maximum efficiency
- Reducing unnecessary drain on his team's time
- Protecting the company from legal issues, which is becoming more of a concern as the company grows
- Keeping LeadingEdge's products competitive in the market
- Maximizing value while minimizing effort/resources

Biggest challenges?

- Managing all aspects of product development without getting too "in the weeds"
- Operational friction and inefficiencies causing slow time to market
- Balancing sometimes conflicting inputs from the market, company leadership, and business needs
- Achieving—and showing—user retention and engagement

- Sticking to budget

Potential objections:

- *Using videos from YouTube in our products hasn't caused us any problems.*
- *We are willing to deal with the hassle of sourcing videos from individual content providers.*
- *Using video in our courseware isn't on the product roadmap for the foreseeable future.*
- *Our market has limited technological capabilities. I.e. reduced bandwidth, limited access to technology*
- *We tried other video providers in the past and had limited success/engagement with users*
- *I need to see more evidence that partnering with Boclips will actually make our product more successful.*

Product messages most likely to resonate:

- **Value-added** - Peter wants to hear how its value prop will 'magically' improve by partnering with us, while minimising costs and resources.
- **Time-saving procurement** - Peter will want to hear about how we can shorten his teams' internal processes for video procurement so that he can release new products and features more quickly and with less friction.
- **Boclips research** - He'll like knowing that his team will be supported in finding relevant videos by Boclips' content team. The less time Peter's team spends procuring videos, the more time they have to devote to other critical tasks.
- **Cost savings** - Time is money in Peter's world. Any efficiencies gained through Boclips translate into actual money saved, which is a good look for Peter with the CEO and Board. Point out how Boclips can help Peter be a hero, while also helping him better differentiate his products in the market.
- **Reporting** - Peter doesn't get too in the weeds of product development, but he does pay careful attention to engagement metrics. He's always thinking about how to best capture and report on the success of his product beyond sales and is fatigued from the qualitative data he often gets back from his team. Let Peter know that when he integrates with Boclips, he'll get monthly reports on user engagement, which will give him insights into what's working and what's not working so he can iterate accordingly.

Where they get information:

- Online: Outsell, Fast Company
- In-person events: ISTE, LearnLaunch

PROFILE #3: COURSEWARE CREATOR

Persona: Courseware Creator Chandler (Bing), Publisher Maximus

About Chandler:

- Early 30s
- Chandler is relatively young, but he's already in what he considers to be the third leg of his career. He worked as a teacher for just over a year after college before burning out and seeking out a more "behind the scenes" role in education. He found a gig in rights and permissions at Publisher Maximus, which kept him tangentially involved in educational content, but it's in his new role as courseware developer in the publisher's new digital-first product that Chandler is really finding his groove. He likes that he's empowered to make decisions about what assets are used in the courses, but he likes even more that he's able to impact students with the courses he creates through Maximus' authoring tools.

About the company:

- Publisher Maximus is a well-established, well-known publishing company that's recently gotten into the LMS game as part of their shift to digital-first products

Key influencers:

- Teachers and students (via product feedback)
- Other editors from different teams
- Management team

Key goals?

- Impacting students' learning and engagement by creating aesthetically pleasing resources that are media-rich
- Achieving specific learning outcomes
- Meeting deadlines

Biggest challenges?

- Being too time-strapped to find content that's meaningful and relevant
- Reacting to feedback from users on the courses, which is sometimes conflicting and usually more qualitative than quantitative

Potential objections:

- *Boclips' content recommendations aren't relevant enough to be a good fit with his courses, either because of language, age-appropriateness, or subject relevance, or because the videos aren't specific enough to the content*
- *Because Boclips' content comes from different providers, videos may have different tones, formats, or look and feel, which creates dissonance with our publisher's brand.*
- *I don't see enough value for money.*

Product messages most likely to resonate:

- **Educationally curated** - Because he's truly passionate about education, Chandler will like that our videos are curated specifically for educational purposes from teacher-trusted and award-winning brands.
- **Boclips research services** - Chandler is busy and has personally felt the pain of finding relevant media for his courses. He'll like that he can provide Boclips' research team with learning objectives and receive tailored recommendations.
- **Single license for copyright-cleared assets** - He'll also appreciate that the Boclips license covers all the videos he chooses, which saves him time clearing assets from individual providers. That he can give his boss and his colleagues in rights and permissions assurance that assets are copyright-cleared is an added bonus.
- **Integration** - Chandler will want to hear about our integration services in broad terms (no technical jargon), particularly as it allows him to swap out assets instantly depending on engagement.

Where they get information:

- Online - LinkedIn, Google, possibly forums
- Events - EduTech (Singapore), ISTE

Related titles: *Courseware creators, curriculum developer, instructional designer*

B2T Personas: US Schools and Districts

PROFILE #1: DISTRICT ADMIN

District Admin Don (Draper), Sterling District

About Don:

- Early 50s
- Don started his career as a teacher and climbed the ranks to become superintendent of his district, a role he's held for the past 3 years. As superintendent, Don acts as CEO of his district, overseeing all educational programs, supervising all school district staff, and managing his budget. He also acts as the public face of the district and must constantly navigate the often political nature of his role.

Key influencers:

- Leadership cabinet (CAO, CTO, etc)
- Committees
- Teachers

Key goals?

- Fiscal responsibility
- Improving student achievement
- Avoiding legal exposure
- Investing in high quality educational products (high value)

Biggest challenges?

- Managing budget and resources
- Infrastructure to support implementation
- Getting teacher buy-in for new initiatives
- Teacher engagement, motivation, and retention

Potential objections:

- *Already using a video-streaming solution (Discovery Education, Safari Montage)*
- *YouTube not a concern for us*
- *Not enough budget*

Product messages most likely to resonate:

- **Student safety & YouTube alternative** - Don hasn't given too much thought to the impact of YouTube's distractions and ads in the classroom, but he is sensitive to issues around student data and privacy. He was also forced to problem-solve around YouTube's change of user agreement in 2018, which meant getting permission from parents in classrooms where YouTube was used. Don would rather avoid logistical challenges like this.

- **Implementation & support** - The last thing Don wants is to invest in another edtech product that's a burden to implement and that his teachers don't actually use. He'll want to hear that our product is easy to implement and comes with dedicated customer success.
- **Quality, vetted videos from top brands** - Don will want assurance that we vet our videos for quality, accuracy, and age-appropriateness. He'll want to know about our strong brands, as well as teacher favorites from YouTube, tagged to age levels and subjects and without the distractions and inappropriate content.
- **Time-saving for teachers** - Don is invested in his teachers' job satisfaction and motivation and wants to reduce turnover wherever possible. Mention how Boclips for Teachers makes it easier for teachers to plan their lessons through search accuracy, ability to filter by age level and subject, and video-first lesson guides.
- **Promoting equity & diversity** - Equity and diversity are critical issues for Don, so underscore how our videos can help students with ASD, ADHD, dyslexia, and other learning challenges, while for promoting cultural sensitivity and inclusion.

Preferred sources of information:

- Don prefers to get his information from his peers - esp. those within 50 miles of his district
- Conferences like ERDI, Futures Institute, COSN, IEI
- Websites like EdWeek, districtadministration.com
- Professional associations (AASA)

Other information:

- Don is most interested in hearing about how products can be supported effectively and inexpensively in a scalable manner, evidence of product success, and how products impact student success ([source](#))
- Don wants you to do your homework. Come to the conversation with knowledge of his district's particular needs and challenges ([source](#))
- Don gets more emails than he knows what to do with. You're unlikely to capture his attention with an email outreach; a better bet would be to reach to his leadership cabinet who act as his influencers in purchasing decisions.
- The subjects that Don is most interested in right now: school-to-work skills, social-emotional learning, equity ([source](#): slides 49-53)

Related titles: Assistant Superintendent, Principal, Vice Principal

PROFILE #2: INSTRUCTIONAL TECHNOLOGY LEADER

Tech Leader Toby (Flenderson): Dunder-Mifflin District

About Toby:

- Late 30s
- Toby started his career as an educator, eventually combining his passion for education and digital learning with his technical skills to become his school's Director of Instructional Technology. Toby juggles a lot between managing his district's overall tech strategy, looking after the network and infrastructure, and vetting instructional technology resources.

Key influencers:

- Teachers

Key goals?

- Finding products that improve student engagement and achievement
- Successful product implementation
- Avoiding security issues

Biggest challenges?

- Compliance to data standards
- Student privacy
- Cost of resources
- Implementation and teacher usage of products

Likely objections:

- *Already using a video-streaming solution (Discovery Education, Safari Montage)*
- *Not enough budget*

Product messages most likely to resonate:

- **Student engagement** - As a former educator, Toby is passionate about digital instruction resources that improve student engagement and achievement. He'll want to hear about the proven benefits videos have for learning and performance, as well as our lesson guides and other plans for interactivity that keep the students hooked in.
- **Safe alternative to YouTube** - Toby spends a lot of time worrying about student data and privacy concerns, so he'll like that with Boclips for Teachers he doesn't need to worry about student accounts or deal with getting parents' permissions to get around YouTube's change of user agreement.
- **Simplify of use and ease of implementation** - Toby is spread extremely thin and doesn't have the resources to do any more technical hand-holding in the district. He's also been burned by prior investments in digital products that went underutilized by teachers because they were too burdensome to implement. Our simplicity of use and

ease of implementation will be music to Toby's ears - as will be our dedicated customer success support.

- **Affordability** - Toby's budget is stretched thin as it is, so he'll want to know that Boclips for Teachers is an affordable supplemental add-on to the suite of edtech solutions he has in place for the dsitric:

Preferred sources of information:

- Conferences: _____
- Websites like: EdWeek, EdSurge, _____
- Professional associations: _____

Other information:

- Toby's most urgent needs are improving student motivation and engagement, scaling personalized learning, improving STEM acumen of student body and supporting English language learners. He's also researching curriculum and instruction for special populations as well as virtual/blended learning
- The best way to reach Toby is at state conferences (Texas, Florida, Carolinas, Illinois, Wisconsin, NYC), as well as Twitter communities, newsletters, webinars, and professional associations.
- Toby may be reading sources of news on edtech like EdSurge, EdWeek, and _____
- Unlike District Admin Don, Toby is more likely to make decisions based on evaluations of product attributes like reliability not on the feedback of colleagues and peers

Related titles: *Director of digital learning, instructional technology, director of innovation, education technology director, technology coordinator*

PROFILE #3: CURRICULUM LEADER

Curriculum Director Carmen (San Diego), Whereintheworld District

About:

- Mid 30s
- As Curriculum Director of her district, Carmen provides leadership and vision in the ongoing planning, implementation, and evaluation of the district's curriculum and instructional services. Although rarely a decision maker, Carmen is a key influencer when it comes to data software and solutions. She has a strong pedagogical skill set as well as a sharp analytical mind, and loves doing research as part of her job. A former teacher herself, Carmen enjoys working directly with teachers and is sensitive to their needs and challenges in the classroom. She also likes that in her current role she gets to impact students indirectly without leading classroom activities.

Key influencers:

- Teachers
- Instructional Technology Director?

Key goals?

- Improving the quality of education delivered in the district's schools by overseeing curricula and teaching standards
- Supervise implementation of curriculum and assess its overall effectiveness

Biggest challenges?

- Time-strapped - often has to drive between schools and works all year
- Overcoming teachers' resistance to any curricular changes
- Overcoming teachers' hesitancy to use technology

Potential objections:

-

Product messages most likely to resonate:

- **A platform built by teachers, for teachers** - As someone who spends a lot of time with teachers (and a former one herself), Carmen cares deeply about teachers. She's experienced their frustrations using products that don't take their needs in workflows into consideration first-hand, and she sees them struggle to adopt new tools for the same reason. She'll love that our platform was created by teachers, for teachers, with a UI shaped by deep user research and responsiveness to user feedback.
- **Curated by teachers:** Carmen will appreciate that, unlike YouTube, our content is curated and vetted by real teachers. She'll see this as a strong solution for ensuring quality and accuracy of videos, and she'll like the nod to professional learning communities where teachers help teachers.

- **Time saving:** Carmen knows how busy her teachers are, and she sees lack of time as impacting all aspects of their job satisfaction and efficacy. Mention how Boclips for Teachers makes it easier for teachers to plan their lessons through search accuracy, ability to filter by age level and subject, and video-first lesson guides.
- **Safe alternative to YouTube:** Carmen cares about student data and privacy, but she's also protective of the overall learning experience for students. Messages around how Boclips for Teachers protects students from all the distractions, toxic comments, and inappropriate content of YouTube will go a long way with her
- **Personalizing/differentiating:** Carmen has been thinking a lot about how teachers can differentiate for different students and learning styles. Mention how Boclips for Teachers allows teachers to share individual videos with students according to their level of need.

Preferred sources of information:

- **Events:** _____
- **Online:** _____

Related titles: *Curriculum Coordinator, Curriculum Director, Chief Academic Officer*

PROFILE #4: TEACHER

Teacher Tasha (Jefferson), District of Orange

About:

- Late 20s
- Tasha is a 7th grade math teacher who has been teaching since she graduated from college. She loves sharing her lifelong interest in math with her students and lives for those “aha” moments when her students finally get it. Despite getting to do what she loves, she sometimes struggles with staying motivated herself, let alone keeping her students motivated and engaged. Tasha just doesn’t have enough hours in the day to plan as well as she’d like for her lessons and she constantly feels pressure from her admins to improve student performance.

Key influencers:

- Students
- Fellow teachers

Key goals?

- Engaging and inspiring students
- Experiment with different teaching methodologies
- Spend more time teaching, less time preparing
- Finding new, innovative ways to engage students in the classroom, particularly those with different learning styles

Biggest challenges?

- Not enough time to search for relevant educational content as part of lesson prep
- Wants to include video but concerned about inappropriate content
- YouTube blocked in my school or district
- Have to pay for classroom materials out of own pocket

Product messages most likely to resonate:

- **A teaching tool that saves teachers time** - Tasha will like that Boclips for Teachers makes it easier for her to plan their lessons through search accuracy, ability to filter by age level and subject, and video-first lesson guides.
- **A platform built by teachers, for teachers** - Tasha is tired of using edtech products that don’t take her actual needs and workflows into consideration. She’ll love that our platform was created by teachers, for teachers, with a UI shaped by deep user research and responsiveness to user feedback
- **Safe alternative to YouTube** - Even though Tasha’s school hasn’t blocked YouTube, she tries to avoid using it as much as possible. She’s heard too many horror stories of teachers showing YouTube only to send students down a rabbit hole of toxic, harmful content. She’ll like she can find some of the great educational content she uses on YouTube in a safe, ad-free environment.

- **Engaging video-based resources:** Tasha will like that with Boclips for Teachers, the focus is on videos, but we don't *just* supply videos. She'll like that the video platform comes packed with video-based resources, including pedagogically aligned lesson guides developed by former educators.

Preferred sources of information:

- **Conferences:** ISTE, CUE, FETC
- **Online sources:** EdWeek, EdSurge, Tony Vincent, Leslie Fisher, Kevin Honeycutt
- **Social:** Facebook, Pinterest

Related titles: Curriculum Coordinator, Curriculum Director, Chief Academic Officer

