



zesty.io

Buyer Personas

Confidential

Personas in a Sales Cycle

Each sales cycle's decision maker is one of the technical or marketing lead. Influencers/Contributors in the cycle often include a web developers, content authors, and program managers. We are finding marketers have the strongest influence. If an agency is involved, their influence can trump all.

Zesty.io is often approached first by influencers doing research, and is then introduced to other influencers and eventually decision makers.

If an influencer owns the project they will be a strong influencer, but still need upper management signoff.

Technical Lead - Decision Maker

Marketing Lead - Decision Maker

Content Creator- Influencer

Program Manager - Influencer

Web Developer - Influencer

Agency - Strong Influencer



Personas at Org Levels

Small Business

Content Creator

Web Developer

Owner

Mid-Market

Marketing Lead

Content Creator

Web Developer

Agency

Enterprise

Marketing Lead

Technical Lead

Content Creator

Web Developer

Program Manager

Agency



TECHNICAL LEAD

Chief Technology Officers (CTO)

Chief Information Officers (CIO)

VP Engineering

Engineering Director

Roles in Sales Cycle:

Decision Maker, Manager, Technical Decision Maker, Lead
Technical Evaluator, Security Evaluation, Purchasing

TECHNICAL LEAD



PERSONA BIOGRAPHY

PERSONALITY

- Direct
- Linear
- Logical
- Rational
- Impartial

DESCRIPTION

The Architect is a seasoned technologist who has worked on several projects and "seen it all." They lead the team responsible for building, delivering, and maintaining the company's technology stack, including internal and public facing applications. A Git Whiz, the initiatives of The Architect are to maintain stability and continuously push good work.

Outside of the office, The Architect is an avid gamer, streams esports on Twitch, and enjoys finding new music.

MOTIVATIONS

Collaboration

Stability

Advancement

Mastery

GOALS

- Maintaining security best practices
- Advancing internal technology to maintain best practices
- Manage team to effectively develop and launch new features and products
- Maintain product stability

FRUSTRATIONS

- Mid market businesses are not retaining development, tools that require more development hurts business
- Constant tickets from other departments interfere with deployments
- Extending project deadlines due to ineffective team collaboration

"This isn't a fire I want to put out when I walk in Monday morning."

BEHAVIOR

Management

Coding

Planning

Compliance

INFLUENCES

- Twitter
- Peers
- Forums
- CTO Groups
- Industry News
- Team Members

TECHNICAL LEAD



NEEDS

- Single Sign on controls
- Security and uptime
- Flexibility in code and implementation (JS libraries etc.)
- Flexibility in private cloud, CDN, etc. cost maintenance
- Reporting on usage, team activities, etc.
- Competing priorities for dev team that affects deadlines and outcomes
- Scalability, both for large teams and for multiple instances, as well as platform scalability
- Data security and compliance (GDPR/CCPA etc)
- Platform security and compliance, ISO, Soc 2, etc.

WANTS

- Smooth/instant deployments
- Cost predictability and clarity on overages
- Cost of personnel resources to develop, deploy, and maintain
- Future proof, they don't want to go through another buying cycle
- Marketplace plugins and extensions to cut implementation time for integrations

TECHNICAL LEAD

WHAT THEY NEED TO CREATE ON ZESTY



- Content API to power Application Experience
- Marketing Website (New or Redesign)
- Headless Marketing Website
- Ecommerce Pages
- User Portal - Content Repos or Wholesalers Product Pages/Prices
- Power a Learning Management System
- Searchable Indexable Directory (Job Descriptions / products)

TECHNICAL LEAD

PAINS AND RESOLUTIONS



Pains	Resolutions
Hard to retain web developers and software engineers	Reduce team size and reallocate resources with Zesty.io
Expensive to replace or add developers	Less technical resources needed to run Zesty (no backend), cost savings
Marketing demands a lot of your development efforts	Marketers can autonomously create and deploy their own instances, need less resources to build custom solutions
Owens risk managing infrastructure	Offloading security risk with Zesty.io, instant global scalability, 99.9999% uptime
Constant tickets from other departments interfere with deployments	Headless without the management, smoother deployments, more marketing autonomy
Extending project deadlines due to ineffective team collaboration	Collaborative tools in Zesty and decoupling content from code means teams can meet or exceed their deadlines 2.25x faster
Limited budget to accommodate new infrastructure spend	No IT Spend needed to run Zesty as it is SaaS, marketing budget
User management doesn't scale for large teams	SSO controls for enterprise teams. SSO controls instantly applied to new instances but maintain flexibility to provide access to 3rd party vendors without SSO controls

TECHNICAL LEAD



FEATURES LIKELY TO USE (IN NO ORDER)

- Code Version Control
- Instant Preview Environments
- Custom Permissions/Roles
- Webhooks
- Cache Clearing Endpoints
- I18n - internationalization
- Domain configurations
- Password protection/security
- GraphQL integration
- ZCF/ZLF lead capture
- Audit Trail endpoints
- Network Configuration (domains/CDN endpoints)



MARKETING LEAD

Chief Marketing Officer

Director of Marketing

Director of Digital Marketing

Marketing Manager

Creative Director

Roles in Sales Cycle:

Decision Maker, Manager, Business Decision Maker, Business
Evaluator, Purchasing

MARKETING LEAD



PERSONA BIOGRAPHY

PERSONALITY

- Captivating
- Practical
- Dynamic
- Demanding
- Thorough

DESCRIPTION

The Marketer is at the top of their game at the company. They are responsible for campaigns, initiatives, and the data that determines how their team affected the bottom line. Their goal is production, measuring performance, and iterating. Agility is extremely important to The Marketer.

Outside of the office, The Marketer listens to podcasts, always has their eye on competitors, and is listening for the next big thing.

MOTIVATIONS

Innovation

Attribution

Teamwork

Collaboration

GOALS

- Coordinating, planning, and executing on company-wide campaigns
- Providing strong analytics and reporting to C-Level peers
- Marketing attribution to all channels (social, organic, paid, PR, etc.)
- Moving fast and making changes even faster

FRUSTRATIONS

- Relies on IT for developing landing pages and campaigns, which slows their team
- Miscommunication between design and development teams
- Inability to be fully autonomous in their team's work

“I want to make sure this campaign launches smoothly.”

BEHAVIOR

Management

Reporting

Brainstorming

Writing

INFLUENCES

- LinkedIn
- Industry Reports
- C-Level Peers
- Marketing Peers

MARKETING LEAD



NEEDS

- Guaranteed page delivery
- Their team to work quickly/autonomously
- Website Analytics / Performance metrics (conversion data, bounce rates, etc.)
- Insight into team actions and accountability
- Workflow/task management
- Content syndication and management across apps/websites/etc.
- Predictable cost/ cost effective and efficient
- Future proof
- Integration to existing marketing tools

WANTS

- Content “source of truth” when it appears on multiple pages or websites (Content tracer?)
- Personalization
- Team to like the tool set
- The team to quickly launch campaigns/pages
- Integrations and marketplace to extend functionality without coding
- Form builder / Lead Captures



- Marketing Website
- Content API to power Marketing Website (Headless)
- Landing Pages
- Content Influencer Website
- Corporate Blog
- Product/Micro Content Experiences

MARKETING LEAD



PAINS AND RESOLUTIONS

Pains	Resolutions
Team is limited by current system	Easy to implement and migrate to improve workflows
Relies on IT for resources to deploy	Autonomy to create and manage instances without IT
Miscommunication between design and development teams	Automatically managed stage environments to preview content in multiple devices before launch
Limited flexibility in designing creative layouts and making changes	Complete creative control on overall design as well as several no-code tools provided out of the box
Relies on plugins or complex configuration for simple SEO, no access to improve SEO scores	Fully integrated SEO automation and control for marketing teams, Content Insights tool
Team management doesn't scale as new users/teams/vendors are added	Fixed cost structure for budget and reporting approval from CFO
Can't plug and play vendors without jumping through hoops/paying more money	Can add vendors as needed with custom roles/permissions
Difficult onboarding and training	Ease of use and customizability, drag and drop CMS builder

MARKETING LEAD



FEATURES LIKELY TO USE (IN NO ORDER)

- Instant Preview Environments
- Schema/Content Modeler
- I18n - internationalization
- Analytics overview
- User admin controls
- Redirects
- Custom headtags
- opengraph/twitter card tags
- ZCF/ZLF lead capture



CONTENT CREATOR

Director of Content Marketing

Digital Content Strategist

SEO Manager

Content Writer

Roles in Sales Cycle: Individual Contributor, Business Evaluator, Influencer



PERSONALITY

- Inquisitive
- Strategic
- Creative
- Data-Driven

DESCRIPTION

The Content Writer is an inquisitive strategist who understands their job isn't just about writing. They are focused on metrics, production, and improvement. They are obsessed with A/B testing and looking at data to drive decisions for the next move.

Outside of the office, The Content Writer loves to find creative outlets, like baking or music. They enjoy meeting up with friends at a local bar to talk about what's trending.

MOTIVATIONS

Production

Quality Content

SEO Improvements

Deadlines

GOALS

- Filling the content calendar for the month
- Meeting all deadlines
- Improving organic SEO with quality content
- Topic modeling
- Creative brainstorming for the next big traffic driver

FRUSTRATIONS

- Requests for copy from other departments
- Analytics that don't show the whole picture, or have to be manually calculated
- Creative block
- Incohesive organic and paid strategies

"I have to make sure this is covered in next month's calendar."

BEHAVIOR

Data Analysis

SEO

Writing

Topic Modeling

INFLUENCES

- TikTok
- Content Blogs
- Industry Meetups
- Podcasts
- Industry Conferences
- Topical News

CONTENT CREATOR



NEEDS

- Easy Content Editing through a robust WYSIWYG
- Upload and add images
- Editable Search Engine meta tags/opengraph tags
- Preview content across devices before launch
- Send content to management for review
- Schedule releases for future dates

WANTS

- Robust Marketplace to add extensions and functionality
- Ability to resize and “instagram” an image with the interface
- Versioned content and instant rollbacks
- Search Engine Marketing tools
- Visual editing (WYSIWYG/duo mode)
- No code/low code tools (drag and drop tools)
- Quick content importing



- Micro Content Experiences - sliders, forms, headings, navigation, message of the day etc.
- Pages - Information, Blog Articles, Etc.
- Scheduled Promotional Content
- Organized Media Assets and Folders
- Content Controls to unpublish and hide
- **SEO Rich Content**
- Downloadable Content - PDFs, Media, Video etc.
- Stage Previews of unpublished content - Password protected
- Bulk content entry
- Content Performance Reports - Individual Pages, all

CONTENT CREATOR

PAINS AND RESOLUTIONS



Pains	Resolutions
Coordinating and managing releases or new campaigns	Release app
Content governance and workflow management	Workflows to review, approve, and schedule/publish
Relies on plugins or complex configuration for simple SEO, no access to improve SEO scores	Fully integrated SEO automation and control for marketing teams, Content Insights tool
Meeting deadlines, waiting on tickets from dev to be resolved or for engineering to deploy campaign	Autonomously create and deploy their own content, need less resources to build custom solutions
Inability to see accurate preview of new content (across devices)	Duo mode, live preview
Difficult to use, too technical or complex	Ease of use and customizability, drag and drop CMS builder
No performance indicators	Coming soon: analytics per page or per item performance with Google Analytics
Difficult A/B testing and optimizing to increase conversions	1 click integrations with various tools to accomplish this

CONTENT CREATOR



FEATURES LIKELY TO USE (IN NO ORDER)

- Audit Trail
- Google Analytics
- Content Versions
- Workflow Emails
- Security Preview Lock
- **Scheduling and Publishing**
- Mobile/Tablet/Full size Live Preview
- Cache Refresh
- Leads App
- Automated SEO
- Automated Social Share Tags
- SEO Content Insights
- Multi-Lang Editing
- Global Search
- Media Section
- Media On-The-Fly Image API (needs interface)
- Item Creation
- Content Item specific headtags
- Organizing Media (folders)
- Media Search



PROGRAM MANAGER

Director of Product

Project Manager

Product Manager

Roles in Sales Cycle: Individual Contributor (mostly at setup),
Business Evaluator, Evaluation Coordinator, Influencer

Point of Contact that interfaces with the Zesty.io team



PERSONALITY

- Planner
- Disciplined
- Diplomatic
- Practical
- Rational

BIOGRAPHY

The Project Manager is a disciplined, organized character. They are charged with managing teams through the coordination, production, and release of new features. They touch everything from the marketing to the development. They're obsessed with meeting deadlines and defining roadblocks before they appear.

Outside of the office, The Project Manager keeps their home very neat and clean, and maintains a strict routine.

MOTIVATIONS

Collaboration

Coordination

Achievement

Reporting

GOALS

- Ensure all product advancements are released in a timely manner
- Coordinate all teams in an effort to build, release, and promote new features
- Ensure communication and collaboration on all projects

FRUSTRATIONS

- Small projects at the request of other departments
- Lack of communication
- Tools that don't facilitate collaboration across teams
- Roadblocks that prevent teams from coordinating effectively

“What do you need from me in order to ensure we hit this deadline?”

BEHAVIOR

Slack

Meetings

Reporting

Creative

INFLUENCES

- C-Levels and Bosses
- Industry Standards
- LinkedIn
- /r/projectmanagement
- Apple News
- Industry Conferences

PROGRAM MANAGER



NEEDS

- Oversight of their team
- Their team to be satisfied with tool sets
- Ability to keep team on schedule
- Insight into what's being worked on in the system
- Coordinated communication

WANTS

- Performance insights
- Appropriate delegation of responsibilities
- Task management/milestones
- Longevity (futureproof tool)
- Transition/onboarding new team members (transfer knowledge)



- Custom roles and permissions
- Single Sign on connections
- Zesty Teams for cascading permissions
- Workflows to enforce
- Audit Trail Report (ask)
- Usage Reports (ask)



Pains	Resolutions
Need to stay on schedule for timely release	Autonomy to deploy without IT or development involvement
Responsible for performance measurement and improvements	Coming soon: analytics per page or per item performance with Google Analytics
Difficult communication and coordination across teams	Content and code are decoupled, can work in tandem without one process affecting the other
Lack of workflow	Workflows to review, approve, and schedule/publish
Internal team management	Can add or remove users as needed to teams and specialize roles/permissions accordingly
Managing agencies and 3rd party vendors for development, content, creative, etc.	Can be done with teams, doesn't affect fixed cost structure so scales well
Current tool may satisfy one team but hinders others	Evaluation coordinator, making sure the tool selected works for all teams
No integration with project management tool	Can integrate with PM tools to manage and track progress on a project or launch, we also have Release App

PROGRAM MANAGER

FEATURES LIKELY TO USE (IN NO ORDER)



- Audit Trail
- Google Analytics
- Version Controls
- Workflow Emails
- Settings for Integrations
- Security Preview Lock
- Scheduling and Publishing
- User Management in Accounts
- Custom Permissions / Roles
- Single sign on

WEB DEVELOPER



BIOGRAPHY

PERSONALITY

- Quiet
- Focused
- Linear
- Literal

BIOGRAPHY

The Web Developer has a special skill where they can translate any design into an interactive experience online. Focused on mobile, desktop, and every screen in between, their favorite question is "is this the full scope?" They are focused on defining every aspect of a project so they can build and deliver in a timely manner.

Outside of the office, The Web Developer lives in Reddit and is always scouring the web for cool new projects to emulate and languages to learn.

MOTIVATIONS

Mastery

Execution

Collaboration

Independence

GOALS

- Building exceptional web experiences
- Translating experiences from web to mobile, and every screen in between
- Launching based on design specs provided by Marketing team
- Secure data transfer (lead submissions, map data, etc.)
- Timely delivery

FRUSTRATIONS

- Scope creep
- Poor communication between designers and marketing teams
- Tickets to make changes when marketing needs additional updates
- Security, plugin, and infrastructure patches/updates
- Optimizing experiences already built

"Where is the data coming from? And, where is it going?"

BEHAVIOR

Coding

Slack

Meetings

Communication

INFLUENCES

- StackOverflow
- Github
- Reddit
- Forums
- Slack Communities
- Twitch

WEB DEVELOPER



NEEDS

- To work in a program language they understand
- To work with their existing development tools (VS Code, Git, etc.)
- To work with existing frameworks and JS (Bootstrap, different libraries, etc.)
- Meet industry standards for optimization and delivery
- Flexibility in ways to get data and content out of the CMS
- Dev community and docs

WANTS

- Versions and change tracking for code
- Trust in offloading risk to a third party
- Ability to match existing workflows and integrations, if not improved
- Enforced fields so that pages and endpoints don't break

WEB DEVELOPER



FEATURES LIKELY TO USE (IN NO ORDER)

- Parsley Templating Language
- Instant Content API
- Read/Write Rest API
- Code Version Control
- Instant Preview Environments
- Custom Endpoints (html/txt/json etc)
- Code Editor
- Schema/Content Modeler
- Atom Plugin
- Node SDK
- Webhooks
- Postman Collection
- Cache Clearing Endpoints
- Style variable settings
- I18n - internationalization
- Password protection/security
- Redirects
- Wildcard path generation
- Custom headtags
- Custom meta opengraph/twitter tags
- Custom head overwrite
- GraphQL integration
- ZCF/ZLF lead capture
- Media On-The-Fly Image API

Messaging Ideas

Messaging and Storytelling

Create messaging and stories that resonate with buyers

Action Plan

[GET STARTED](#)

WEEK 1

Establish baseline

Outcome

Gartner understanding of goals and priorities in line with client's current state
Understanding of buyer needs and pain points

Action Items

- Share information about current messaging strategy including: top messaging priorities, challenges, and product marketing goals
- If part of your service, review: [Forecast Analysis: Global Recession Scenario](#) and Forecast Alert for market or industry
- [Schedule an Inquiry](#) to review priorities, challenges and goals
- [Schedule an Inquiry](#) to discuss market review of buyer needs and pain points

WEEK 2

Review best practices

WEEK 2

Analyst deep dive

← Kin - \$ 42,000.00

Edit Send With Zoho Sign ...

- Related List
- Notes
- Attachments 4
- Stage History 3
- Competitors
- Open Activities 2
- Closed Activities 6
- Products
- Quotes
- Sales Orders
- Contact Roles 5
- Emails 10+
- Cases
- Zoho Projects
- Zoho Survey
- Zoho Finance
- ZohoSign Documents
- Zoho Expense
- Accounts
- Zoho Contracts
- Add Related List

Overview Timeline Last Update : 08:57 AM

No records found Assign New

Contact Roles Add Contact Roles Edit All

Contact Name	Account Name	Phone	Email	Role Name
John Cidulka	Kin	+1 7738376308	john.cidulka@kin.com	Product Management
Jason Fraley	Kin		jason.fraley@kin.com	Engineering Lead
Ruth Awad	Kin		ruth@kin.com	Business User
Dan Hirschberg	Kin		dan.hirschberg@kin.com	Business User
Ania Babicz	Kin		ania.babicz@kin.com	Product Management

Emails Compose Email

Mails Drafts Scheduled Emails associated with this Opportunity ALL

Subject	Date	Source	Sent By	Status
Zesty.io + Kin POC Invitation john.cidulka@kin.com and 2 more	9:39 AM	IMAP	chloe@zesty.io	Sent
Re: Zesty.io RFI/Pricing Re... john.cidulka@kin.com	Dec 21	IMAP	chloe@zesty.io	Sent

Personas are tied to each contact made in every sales cycle.



HEADLESS WITHOUT HEADACHES

The Architect is listening to their team and aware that the headless wave has hit, but is seeing business implications across the board, such as slowed production times or poor tools for the marketing team that again causes issues for the developers.

LESS DEVELOPERS, MORE OUTPUT

Resources to use Zesty.io much less, frontend talent only, easily replaceable, and able to do more

Maybe deployment graphic

LOWER TCO

No full time employees needed as webmasters, Zesty wasnt cheaper than oracle, but youre able to not maintain expensive high end devs, lower skilled developers do the job. Restructure IT department to focus on rev generating activities vs cost centers



THE EASIEST ENTERPRISE WEBSITE YOU'VE EVER MANAGED

REDESIGN AND SEO BOOST BY SUMMER!

A CMS THAT ADDRESSES THE BUSINESS NEEDS

use Zesty.io, work with regular people to launch enterprise experiences

Quick enterprise website solution - pick a corporate style and migrate your data in! Customize later.