

PERSONA SIGNAL SPRINT

Your buyer personas are outdated. Your campaigns pay the **price**.

The problem: your personas are built on assumptions, not signals. Your copy misses because you don't know how buyers actually talk.

The fix: one prompt. A full research run across Reddit, LinkedIn, G2, and more. A structured report in Opal Canvas, ready to brief campaigns, sharpen messaging, and activate immediately.

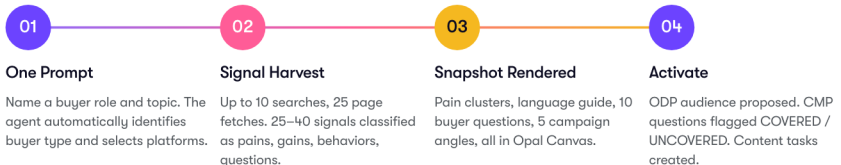
THE CHALLENGE

- ⊗ Personas written months ago on internal assumptions, not real buyer signals
- ⊗ Manual research takes days and goes stale within weeks
- ⊗ Copy doesn't land because it misses how buyers actually talk
- ⊗ Content gaps stay invisible until campaigns underperform

THE SOLUTION

- ✓ One sentence triggers a full persona research run
- ✓ Signals sourced from Reddit, LinkedIn, HN, G2, and Quora, all attributed and linked
- ✓ Delivered as a structured Persona Signal Snapshot in Opal Canvas
- ✓ ODP + CMP connections activate the persona immediately
- ✓ Powered by Claude — First Line Software is an Anthropic Select Partner

HOW IT WORKS



WHAT YOU GET — 8 DELIVERABLES

01

Executive Summary

Buyer profile, #1 pain, #1 gain, one action to implement immediately.

02

Top-3 Pains

Themes to lead messaging with, each with source links.

03

Top-3 Gains

Outcomes to promise — same evidence shape as pains.

04

Buyer Language

Words to use / avoid — feeds straight into copy.

05

10 Buyer Questions

Content backlog — COVERED / UNCOVERED vs. your CMP.

06

5 Campaign Angles

Ready-to-brief — tied to pain/gain + recommended format.

07

Next Steps in Opal

Self-serve actions + ODP / CMP upgrade prompts.

08

Evidence Appendix

Every signal — platform, classification, source link.

OPTIMIZEZY ONE INTEGRATIONS



Optimizely Data Platform (ODP)

Proposes a matching audience segment based on the persona profile, ready for approval and immediate activation.



Content Marketing Platform (CMP)

Checks all 10 buyer questions against existing content. Flags gaps as UNCOVERED and creates a draft content task for each one.

AUTOMATIC BUYER TYPE ROUTING

Technical

CTO, VP Engineering, IT Director

Marketing / CX

CMO, VP Marketing

Product

CPO, VP Product

Revenue / Sales

CRO, VP Sales

IDEAL FOR

Campaign briefing

Messaging validation

Content backlog building

Persona refresh

ICP research

Demand generation

Sales enablement

See how Persona Signal Sprint works in your Opal environment

Scan to learn more, or reach out to schedule a demo.

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