



Buyer Personas

What are Buyer Personas?

Buyer personas are fictionalised representations of your ideal customers. They help you understand customers better and tailor content to their unique needs and behaviours.

Stronger personas are based on market research and gathered data through surveys, interviews, and sales communications.

How Can I Use Buyer Personas?

Personas can allow you to personalise or target your marketing for different audience segments.

For example, instead of sending the same, generic emails to everyone in your database, you can segment by personas and tailor your messaging accordingly.

Tailoring content to a persona rather than a large audience segment is easier, can be much more effective, and personal.



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How to Create Personas

Buyer personas are created through research, surveys, and interviews of your target audience. This includes a mix of customers, prospects, and those outside your contact database who might align with your target audience.

Here are some practical methods for gathering the information you need:

- Interview customers either in person or over the phone to discover what they like about your product or service
- Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.
- When creating forms to use on your website, use form fields that capture important persona information
- Take into consideration your sales team's feedback on the leads they're interacting with most
- What generalisations can you make about the different types of customers you serve best?

Let's dive into creating your buyer persona...



Buyer Personas Template

First, lets give them a name:

Background:

What is their job role? Their Career goals? Family?

Demographic:

What age are they? What is their income like? Where are they based?

Identifiers:

How do they prefer to communicate? (phone, social, email?)

Goals:

What are their primary and secondary goals in their working life?



Buyer Personas Template

Challenges:

What challenges are they faced with in their day-to-day?

What Can You Do?

How can you help solve these challenges?

Real Quotes:

Do you have some real examples?

Objections:

Why wouldn't they buy your products/services? What might stop them?



Buyer Personas Template

Messaging:

How should you describe your solution to your persona? Focus on benefits, rather than features.

Elevator Pitch:

Sell your persona on your solution(s) - give a short, one-line pitch...