Building a buyer persona that connects.

How to create a persona that helps you understand and connect on what matters most.

Great marketing is never about your company, It's about the problems you help your buyer solve.

A few words about personas

What is a buyer persona

Buyer personas are simple representations of your ideal customer. Most businesses will have multiple personas to fit their different buyer segments. Your personas should be based on a collective of your customer segments, their demographics and behavior, along with educated speculation about their personal histories, motivations, and concerns.

How to create a persona

Buyer personas can be created through surveys, and interviews of your target audience. This can include a mix of current and past customers, as well as prospects who align with your target audience. The information you collect can be both qualitative and quantitative to paint a picture of who your ideal customer is, what are their challenges or pain points, what they value, and how your solution fits into their daily lives.

Using A Buyer Persona

The best use of a buyer persona is to help guide decisions on your marketing and sales approaches to your customers.

Place your completed persona on the wall and use it for a sense check for any activities you are planning. You'll soon find yourself asking "Would this message have an impact on "PERSONA NAME"?

an example of a buyer persona &
template to build your own

Create a Buyer Persona

This template will help you focus on the needs of your buyer, how you can reach them, and how to leverage this knowledge to improve your overall strategic marketing plan.

1. The Name
2. A Personal Profile
3. Tracking the "Pain Chain"
4. Finding & Reaching this Buyer
5. Understanding the Buyers Goals
6. Establishing your Brand Goals

1

Ian Engineer

IT Manager that needs his problem children to behave

SAMPLE BUYER PERSONA

2 Personal Profile

Ian manages IT for a services company. He has a small internal team for day to day projects that are more user facing. He looks to outsource when the project is too sophisticated for his team and has major back-end elements.

He is very fact based and needs to know that any consultant he engages with has the expertise to execute and the sense of urgency to complete the project on time.

Pain chain... 3

Ian's management team isn't always the most knowledgeable on the needs to update and improve IT for the company. They can often take a "if it's not broken, don't fix it" approach to IT enhancements.

He's constrained by budget and isn't always able to take advantage of newer technology to improve his infrastructure. This can be a source of frustration, but he understands the process and knows that any IT project must be able to demonstrate an ability to reduce overall operating costs for the organization

Why consider your brand 4

Ian looks at major IT projects through a lens of organizational impact and cost effectiveness. He won't move his business on a whim, and believes there is no such thing as perfect. However if there are consistent issues with either execution or lack of urgency then it's time to look elsewhere

User Goals: 5

Ian comes to us ...

To find a consultant partner with quality execution, and a knowledgeable fact based interaction.

Your brand Objectives: 6

We want Ian to...

Put us on the consideration list, by understanding the capabilities we brings to the table

See how our problem solving approach is the true advantage to the customer

Organization Role:

Leads the IT team for company with multiple locations

If I ever found an IT Consultant who **was smart AND cost efficient** I'd recommend them to everyone I know. **5**

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BUYER PERSONA TEMPLATE

NAME: ....

Persona description: ....

Personal Profile

Who are they and what motivates them and how do they like to operate?

....

....

Pain chain...

What are the challenges they face, and the problems they are looking to overcome?

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Why consider your brand

Why might they be considering making a purchase or making a switch to your brand?

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User Goals:

What is their goal of research or engagement?

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Your brand Objectives:

What do you hope to accomplish?

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Organization Role:

What is their role in the organization?

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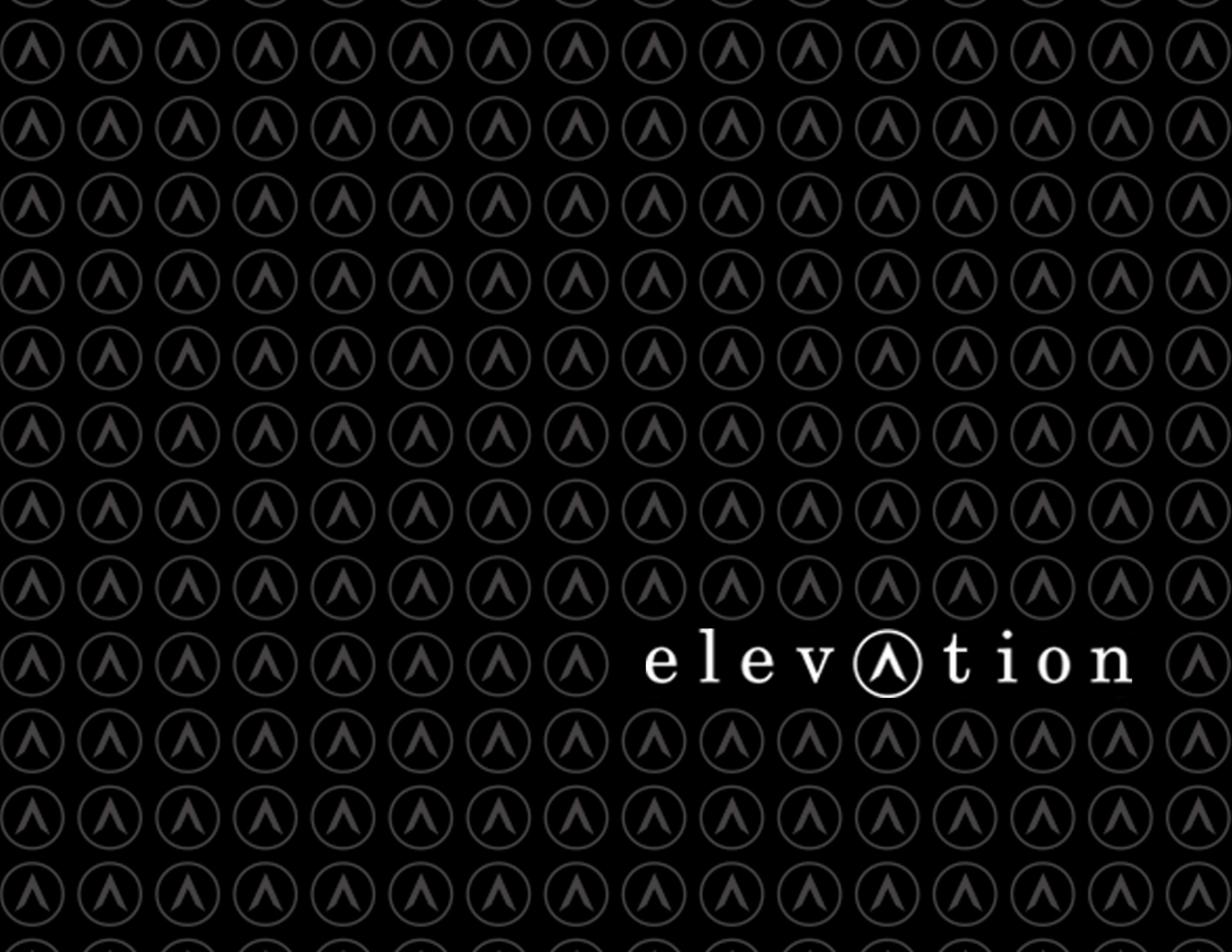..

If I ever found a "your service" who

_____

I'd recommend them to everyone I know.

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