



Introduction to Buyer Personas

HubSpot Academy

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WHY YOU NEED BUYER PERSONAS



WHAT IS A BUYER PERSONA?

Buyer Personas are:

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.



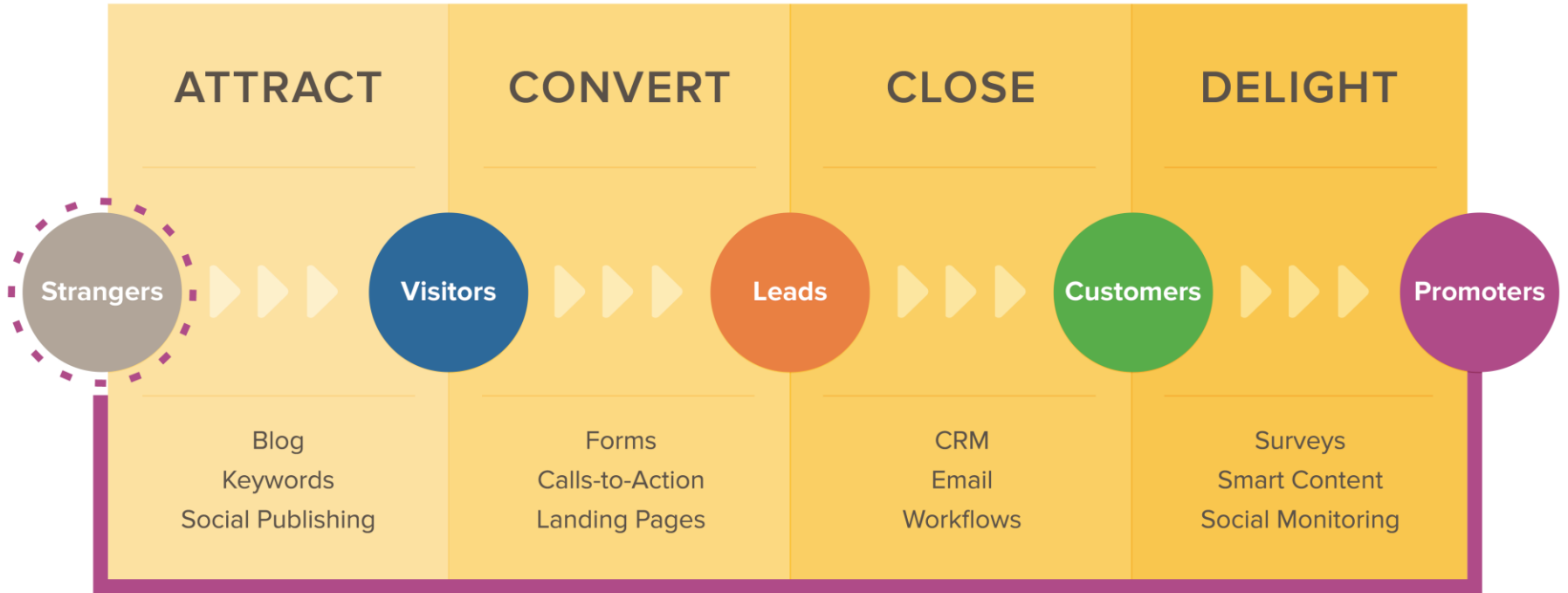
BUYER PERSONAS ARE NOT:

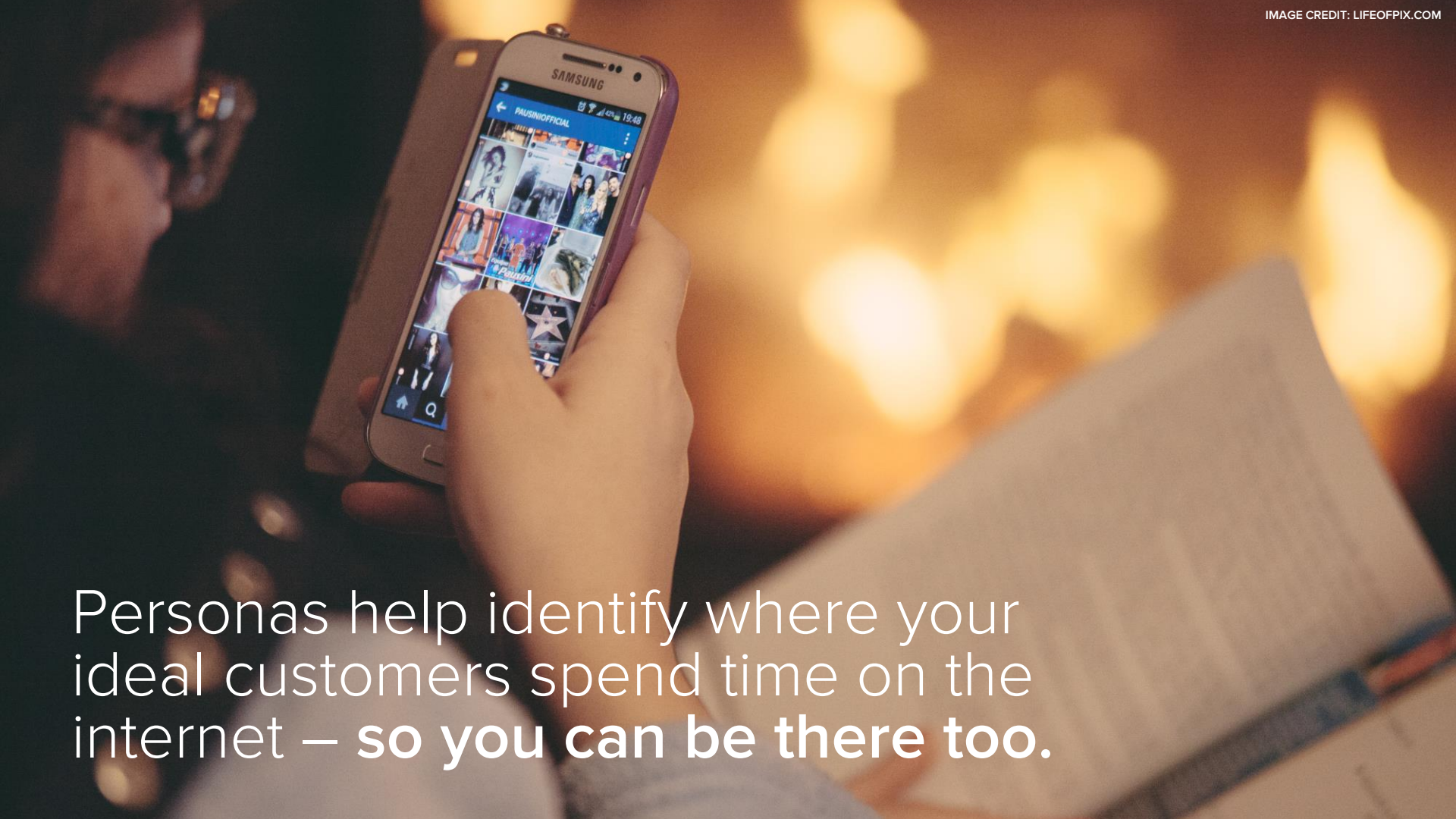
- Target markets
- Job titles/roles
- Dependent on specific tools or technology
- Specific real people

BUYER PERSONAS ARE:

- Common behavior patterns
- Shared pain points (professional, personal)
- Universal goals, wishes, dreams
- General demographic & biographic information

Inbound Methodology



A close-up photograph of a person's hand holding a Samsung smartphone. The phone's screen displays a social media feed with various images and text. The background is blurred, showing warm, bokeh lights and a document on a table. The overall scene suggests a person browsing social media in a dimly lit, possibly indoor setting.

Personas help identify where your ideal customers spend time on the internet – **so you can be there too.**



Buyer personas guide
product & service
development.

Personas help you create the right content.

the possible criminal connection of the heavy men eventually taken her away. These people knew everything and were not slow in discussing it. There was a reserve, self-preservation.

Rosemary had talked about it being natural that people assume she was gay since she was single and had a sister already 'out' with a partner who was a lawyer. Gerte had talked about her husband's problems coping with drink and violence. Colm had approached their table with a casual apology over an incident as if it had not been the most excruciatingly embarrassing moment of her life. The two women had told her how they initially thought Ria was mad to go to America and leave her children but they hoped it would all work out for the best.

Marilyn could not take in the degree of involvement and indeed interference that these people felt confident to have in everyone else's life. They thought nothing of discussing the motives and private sorrows of their friend with Marilyn who was after all a complete stranger, here purely because of an accidental home exchange. While she felt sympathy for Ria and all that had happened to her, she also felt a sense of annoyance.

Why had she not kept her dignity, and refused to allow all these people into her life? The only way to cope with tragedy and grief was to refuse to permit it to be articulated and acknowledged. Deny its existence and you had some hope of survival. Marilyn got out of bed and looked down on the messy garden and the other large red brick houses of the neighbourhood. She felt very lost and alone in this place where garrulous people wanted to know everything about you and expected you to need the details of their lives too!

She ached for the cool house and beautiful garden in Westville. If she were there now she could go and swim lengths of her pool safe in the knowledge that no one would call and burden her with post mortems about last night. Clement the cat who slept on her bed every night woke up and stretched and came over to her hopefully. He was purring loudly. The day was about to begin, he was expecting a game and a bowl of something.

Marilyn looked at him sadly. 'I don't usually talk to animals, Clement, but I'm making an exception in your case. I made the wrong decision coming here. It was the worst decision I ever made in my life.'

CHAPTER SIX

'Do you think when we're talking to Granny we should call her Nora?' Brian asked.

'What?' Annie looked up from her book.

'You know ... if we call Bernadette's mother by her first name maybe we should do the same with Granny.' Brian wanted to be fair.

'No, Brian, and shut up,' said Annie.

'You always say shut up, you never say anything nice, not even at all.'

'Who could say anything nice to you, Brian, honestly?'

'Well, some people do.'

'Who apart from Mam and Dad? And they *have* to because you're what they got.'

'Finola often says nice things.'

'Tell me one nice thing she said to you today, go on tell me.'

'She said it was good that I had remembered to let my knights command the centre of the board.'

'And had you?' Annie still refused chess lessons and she couldn't accept that Brian had mastered it.

'Well, only by accident in a way. I just sort of put them out there and they were commanding and she was very pleased with me.'

Brian smiled at the triumph of it all.

Sometimes he was more pathetic than awful, Annie thought, you'd feel sorry for him. And he didn't really understand that their lives were going to change. He thought that after the summer

The background is a dark blue-grey color with a repeating pattern of small, light grey lightbulb icons. The icons are arranged in a grid-like fashion, with some appearing slightly larger or more prominent than others, creating a subtle texture.

2 HOW TO CREATE BUYER PERSONAS

BUYER PERSONA CREATION NOTES

- Details matter!
- You don't have to have an answer for every question.
- Personas are a continual process.
- Everything you do with your inbound marketing strategy should tied back to the personas you create.

STEPS TO CREATE A BUYER PERSONA

1. Identify questions to ask to develop your persona.
2. Determine how you'll research your personas.
3. Compile research and answers to your paraphrased version of questions.
4. Use the buyer persona-building best practices to transform your notes into a complete persona.

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Persona Profile Checklist

Persona Detail	Questions to Ask
Role	What is your job role/role in life? Your title? How is your job/role measured? What is a typical day? What skills are required? What knowledge and tools do you use? Who do you report to? Who reports to you?
Company/Organization	What industry or industries does your company work/is your role in? What is the size of your company/organization (revenue, employees)?
Goals	What are you responsible for? What does it mean to be successful in your role?
Challenges	What are your biggest challenges?
Watering Holes	How do you learn about new information for your job? What publications or blogs do you read? What associations and social networks do you belong?
Personal Background	Age, Family (married, children), Education
Shopping Preferences	How do you prefer to interact with vendors? (email, phone, in person) Do you use the internet to research vendors or products? If yes, how do you search for information?

Tailor questions
to your organization
and industry.



PERSONA **EXAMPLE:**
RV Dealership



IMAGE CREDIT: FLICKR USER millenniumluxurycoache

QUESTIONS TO ASK

Persona Example: RV Dealership

- What is your role in life? Are you a parent? Grandparent?
- What does a day in your life look like?
- How do you plan a vacation? Do you read any travel publications?
- How do you research an expensive purchase?
- What do you look for in an RV?

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RESEARCHING YOUR PERSONAS

- Interview current customers
- Survey your customers
- Talk to your co-workers
- Use HubSpot lead intelligence

PERSONA RESEARCH TECHNIQUE:

Use HubSpot lead intelligence to identify behavioral trends

What topics
are they
reading about?

What social
media networks
do they use?

What types of
content do they
gravitate towards?

The screenshot displays the HubSpot contact profile for Lindsay Thibeault. The profile includes a profile picture, contact details, and a detailed interaction history. The interaction history is organized by month, showing various activities such as attending webinars, clicking on emails, and watching videos. Three orange arrows point from the text on the left to specific interactions: one points to the 'How to Use Excel to Run a Blog Content Analysis' email click, another points to the 'Integrate HubSpot with Your SaaS Product to Create Context-Aware Market...' email click, and a third points to the 'The 100 Most Popular Emojis on Instagram [Infographic]' video view.

Lindsay Thibeault
HubSpot

First touch
2 Years Ago
[Direct Traffic](#)

Last touch
8 Hours Ago
[Webinar event](#)

Lifecycle stage
Customer
Since November 25 2014

Starred Properties

Showing 4,242 interactions

July

- 1 Webinar event
- 29 Emails
- 27 Events
- 1 Website visit
- 6 Automation events
- 17 List memberships
- 3 Twitter events
- 5 Salesforce syncs

June

- 1 Wistia video view
- 1 Form submission
- 78 Emails
- 26 Events
- 3 Website visits
- 16 Automation events

Interactions:

- Attended [The 2014-2015 #HUBPARTNER Broadcast Monthly Webinar Series](#) for an hour
Jul 16 2015 at 11:45 AM
- [How to Use Excel to Run a Blog Content Analysis](#)
Jul 15 2015 at 1:41 PM
Clicked
- [Integrate HubSpot with Your SaaS Product to Create Context-Aware Marketi...](#)
Jul 7 2015 at 3:16 PM
Clicked
- [4 Lessons You'll Learn at INBOUND 2015 Training Day](#)
Jun 29 2015 at 11:19 AM
Clicked
- [The 100 Most Popular Emojis on Instagram \[Infographic\]](#)
Jun 29 2015 at 10:27 AM
Clicked
- Watched [HubSpot Campaigns App on your page](#)
[Show Thumbnail and heatmap](#) - Jun 9 2015 at 2:55 PM

RESEARCHING YOUR PERSONAS

- Search for industry keywords on various social networks
- Check out the comments section on key industry blogs
- Review LinkedIn profiles
- Ask questions on social media

A photograph of three people sitting around a dark, round table outdoors. On the left, a woman with long brown hair is looking down at a document. In the center, a woman with long dark hair and glasses, wearing a blue shirt and a pearl necklace, is smiling and looking towards the man on the right. On the right, a man in a light-colored checkered shirt is gesturing with his right hand while speaking. On the table are several documents, a yellow pencil, and a red pencil. The background shows a brick wall, some greenery, and a staircase with a metal railing.

Persona research technique:
Interview current customers



**How many people
do you need
to talk to?**

There's no perfect number.
Talk to as many as it takes to
start to discover trends in
their answers.



Don't have customers yet?

That's okay! For the time being, you can use educated assumptions about the answers to those questions.

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COMPILING YOUR PERSONA RESEARCH

TOOLS TO COMPILE PERSONA RESEARCH

- Evernote
- Google Drive
- Microsoft Excel
- Apple Numbers
- Trello

PERSONA **EXAMPLE:**

RV Betty



Persona: RV Betty



Persona Detail	Questions to Ask
Role	<ul style="list-style-type: none">• Retired from office job and getting restless• Spends free time with friends, cooking, reading
Company/Organization	<ul style="list-style-type: none">• Retired; used to work at an office job where she was low/mid-level executive
Goals	<ul style="list-style-type: none">• Wants to enjoy retirement• Longtime dream to travel in an RV
Challenges	<ul style="list-style-type: none">• Logistics – travel comfortably, get access to utilities• Wants space with ease of use
Watering Holes	<ul style="list-style-type: none">• Likes to read travel magazines and websites• On Facebook, but only to keep up with family• Relies on organic search to find company names
Personal Background	<ul style="list-style-type: none">• In mid 60s to early 70s• Lives in suburbs with husband• Has children but they are out of the house and financially independent
Shopping Preferences	<ul style="list-style-type: none">• Has expendable income• Wants RV to be a home-away-from-home to entertain family and friends• Needs to feel she's buying something good/reliable/reputable• Wants high-touch sales process

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BEST PRACTICES FOR BUILDING BUYER PERSONAS



Focus on motives behind behaviors.



Keep personas fictional, but still realistic.



Choose one primary persona.



Tell your persona's story.

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Focus on the **motives** behind behaviors.

Don't pay attention to what someone is doing, pay attention to **why** they're doing it.

BEST PRACTICES FOR BUILDING BUYER PERSONAS



Focus on motives behind behaviors.



Keep personas fictional, but still realistic.



Choose one primary persona.



Tell your persona's story.



Keep it fictional but **realistic**.

Be sure your persona isn't just describing one or two people who actually are that persona.

BEST PRACTICES FOR BUILDING BUYER PERSONAS



Focus on motives behind behaviors.



Keep personas fictional, but still realistic.



Choose one primary persona.



Tell your persona's story.

A young boy wearing a brown tweed flat cap and a dark suit jacket over a white shirt is leaning forward. He is holding a black magnifying glass to his eye and looking intently at the bark of a tree trunk on the left. In his other hand, he holds a small, white, curved object, possibly a piece of wood or a small cup. The background is a soft-focus green, suggesting an outdoor setting.

Focus on one **primary persona**.

Deciding on a primary persona will help you understand which one to focus on first.

BEST PRACTICES FOR BUILDING BUYER PERSONAS



Focus on motives behind behaviors.



Keep personas fictional, but still realistic.



Choose one primary persona.



Tell your persona's story.

Tell your **persona's story**.

Don't just list facts about them;
weave those facts into a
story that paints a relatable
picture about who your persona is.



5 CHAPTER STORY FOR YOUR BUYER PERSONA

1. Job and demographic information
2. What does a day in their life look like?
3. What are their challenges and pain points?
4. Where do they go for information?
5. Common objections to product and services

Persona: RV Betty



Persona Detail	Questions to Ask
Role	<ul style="list-style-type: none">• Retired from office job and getting restless• Spends free time with friends, cooking, reading
Company/Organization	<ul style="list-style-type: none">• Retired; used to work at an office job where she was low/mid-level executive
Goals	<ul style="list-style-type: none">• Values her family and friends• Wants to enjoy retirement• Longtime dream to travel in an RV
Challenges	<ul style="list-style-type: none">• Logistics – travel comfortably, get access to utilities• Wants space with ease of use• Takes time to making purchase
Watering Holes	<ul style="list-style-type: none">• Likes to read travel magazines and websites• On Facebook, but only to keep up with family• Relies on organic search to find company names
Personal Background	<ul style="list-style-type: none">• In mid 60s to early 70s• Lives in suburbs with husband• Has children but they are out of the house and financially independent
Shopping Preferences	<ul style="list-style-type: none">• Has expendable income• Wants RV to be a home-away-from-home to entertain family and friends• Needs to feel she's buying something good/reliable/reputable• Wants high-touch sales process

A portrait of a woman with short, styled blonde hair, smiling. She is wearing a white top with a decorative, patterned neckline. The background is a light-colored wall with a framed picture.

Persona: RV Betty

1. What is their job & demographic information?

Betty has **recently retired** from an office job where she worked as a **lower to mid level executive**. She is in her early 70's and lives with her husband. **They have children**, but they're all out of the house now.

A portrait of a woman with short, styled blonde hair, smiling. She is wearing a white top with a decorative, patterned neckline. The background is a light-colored wall with a framed picture.

Persona: RV Betty

2. What does a day in their life look like?

Betty lives in a **suburb of a city**. Her **husband is also retired**. They have been talking about traveling in an RV upon retirement for years – this is a **long-time dream of theirs**. The kids are **self sufficient and have been out of the house for long enough that Betty doesn't have to worry**. She's been retired just long enough to be **bored**. While she doesn't consider herself as wealthy, **she and her husband have a substantial savings and are prepared to enjoy their retirement**.

A portrait of a woman with short, styled blonde hair, smiling. She is wearing a white top with a decorative, patterned neckline. The background is a light-colored wall with a framed picture.

Persona: RV Betty

3. What are their challenges/pain points?

Betty is **worried about the logistics** of travelling in an RV – how easy will it be to find utility hookups, where are the best places to stay if you have one, etc. She also wants something **comfortable**; she plans on **spending a lot of time in it**. She has other **retired friends so she wants additional sleeping space** and she wants to make sure they have **plenty of room for food and even cooking**. She wants **as much ease as possible when traveling**.

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Persona: RV Betty

4. Where do they go for information?

Betty likes **to look at travel magazines and websites**. She likes to **plan destinations**. She is on **Facebook**, which she checks once in awhile to keep up with the **kids and friends**. She set up a **LinkedIn account 3 or 4 years ago**, but hasn't touched it since.

A portrait of a woman with short, styled blonde hair, smiling. She is wearing a white top with a decorative, patterned neckline. The background is a light-colored wall with a framed picture.

Persona: RV Betty

5. Common objections to products and services?

Betty likes to buy from someone she **trusts**. She **takes her time making purchases**, especially large ones. She feels like she makes smart purchase decisions and wants to feel **like she's buying a good reliable brand**. Betty needs to **see, feel, touch, and tour the actual model** of RV she's buying.

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THANK YOU.

HubSpot
Academy 