Buyer Personas
Slides

BUYER PERSONAS

Buyer Persona

Buyer Persona

semi fictional representations of your ideal customer based on real data and an educated speculation about customer demographics, behavior patterns, motivations, and goals

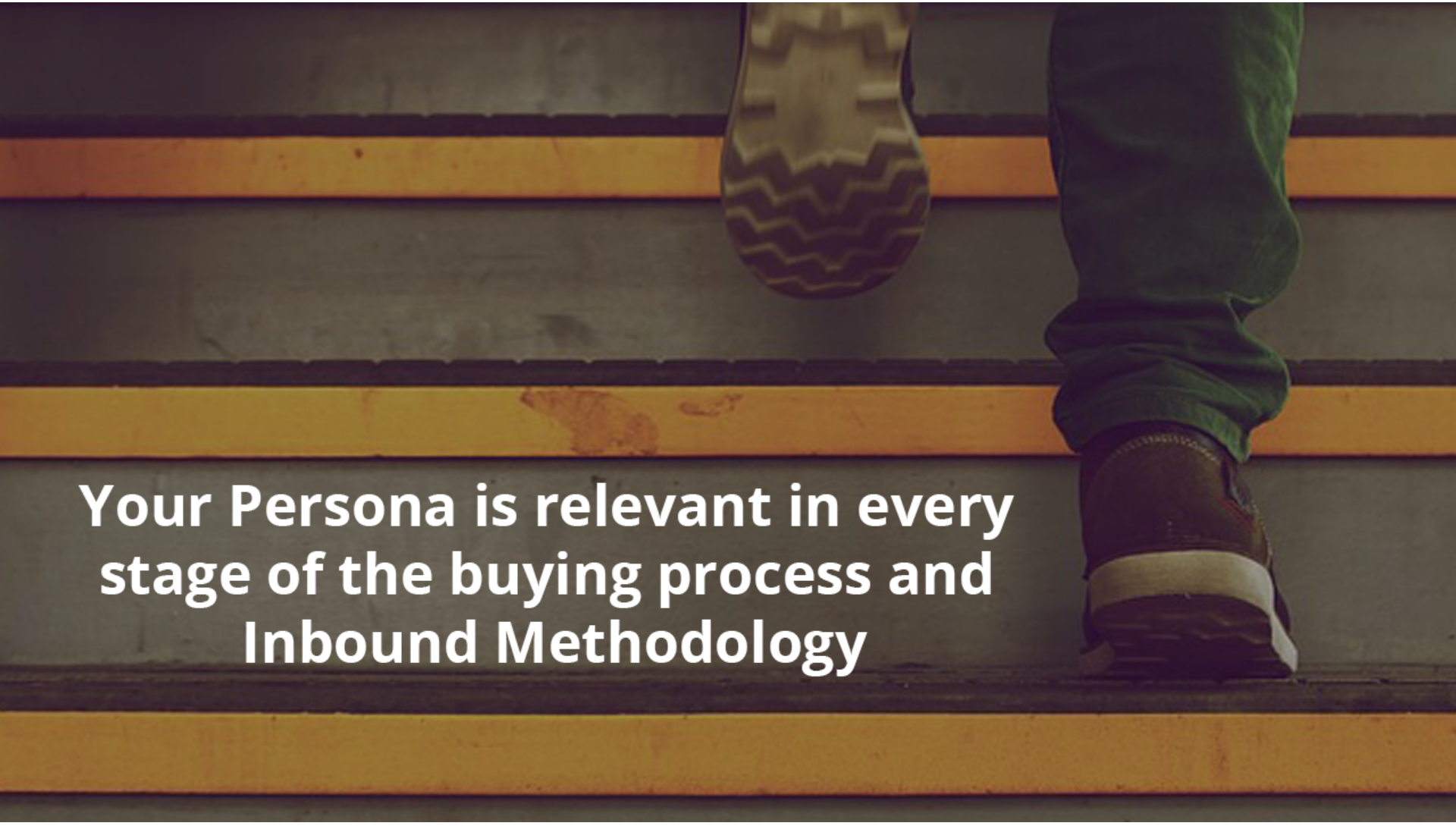
Common characteristics?
Why do they buy from you?

Fictional character to represent a subset of your customers as a whole

Questions To Answer:

- What are your previous customer's common behavior patterns?
- What are their shared pain points?
- What are your buyer's universal goals, dreams, and wishes?
- What is their general demographic or biographic information?
- What are their likes and dislikes?

Buyer Personas
&
Your Marketing Efforts


Your Persona is relevant in every stage of the buying process and Inbound Methodology

Find where your ideal customers spend their time online

Help develop new products & services

Always create content specifically
for your Buyer Persona

The right content
attracts your ideal visitor,
converts them into a lead,
& closes them into a customer

Everyone in your business should focus on your Buyer Persona

Stay Tuned
For Our Next Video About

Researching & Building Your Buyer Persona