



Your Buyer Persona Template

Define the Ideal Customer for Your Business

The image shows a digital buyer persona template for 'Fiona Fitness'. It features a central photo of a woman in a red tank top holding a pink yoga mat. The template is organized into several sections:

- PERSONA NAME:** Fiona Fitness
- QUOTE:** "Fitness is about improving yourself from the inside out! Never take a cheat day from life."
- ABOUT THEM:** Fiona Fitness is a late-teens to mid-twenties fitness enthusiast who's focused on self-improvement through fitness and internal motivation. She is ambitious, lively, and eats a nutritionist-balanced, superfood-rich diet. When she's not in the gym, Fiona checks in with several major Instagram gurus for fitness tips and tricks.
- AGE:** 18-24
- LOCATION:** Austria
- INDUSTRY:** Diet/Fitness
- PRIMARY LANGUAGE:** English, German
- WHEN THEY ARE ONLINE:** 6:00–7:30, 17:00–19:00
- INTERESTS:** Fitness tips and tricks, Gym, Yoga, Superfoods
- AFFINITIES:** Tasty, BuzzFeed, Humans of New York, TED
- GOALS:**
 - To dedicate more time to fitness
 - To keep up with the latest fitness trends
 - To more easily keep track of her progress
- FRUSTRATIONS:**
 - Time in the office limits her time for gym and yoga
 - Uses multiple apps to track progress in diet and fitness
 - Too many health and wellness apps to choose from
- BRANDS THEY LOVE:** Adidas, Sukishufu, Lululemon, Women's Best
- INFLUENCERS THEY FOLLOW:** Sjana Elise Earp (@sjanaelise), Amanda Bisk (@amandabisk), Progressive Calisthenics (@progressive_calisthenics)
- PLATFORMS THEY USE:** Facebook, Instagram, Twitter, YouTube, LinkedIn, Pinterest (all with checkmarks)

At the bottom right, it says "Socialbakers: Your Buyer Persona Template".



Take the guesswork out of your strategy with clearly defined buyer personas. Organize your digital data in one place to map your audience's affinities, interests, and demographics.

Visualize their News Feed to better understand what they find engaging on social media and how to create content that will get their attention.



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PERSONA NAME

QUOTE

|

AGE

LOCATION

INDUSTRY

PRIMARY LANGUAGE(S)

WHEN THEY ARE ONLINE

INTERESTS

AFFINITIES

GOALS

- []
- []
- []

FRUSTRATIONS

- []
- []
- []

BRANDS THEY LOVE

- [] []
- [] []

INFLUENCERS THEY FOLLOW

- []
- []
- []

PLATFORMS THEY USE



ABOUT THEM



How to Fill in the Template

Use this template to build a complete picture of who your ideal customers are. Understand their interests, what they want, why, and how you can provide that value.

In the age of digital, data is core to defining your buyer personas. Find out who your customers actually are - [connect your digital data in one place](#).



PERSONA NAME

Use a short title that sticks.



ABOUT THEM

Summarize the circumstances that have led them to consider your brand. What's their buyer's journey like and in which stage of the journey are they now?



INTERESTS

What is your persona interested in? Do they track sports, follow politics, keep up with celebrities? [Find out](#). [Personalize your content](#) and targeting to streamline your ad costs.



AFFINITIES

Which social media pages does your persona like? [Find out](#) by connecting your digital data sources in one place. Gather the [content intelligence](#) data you need, and position yourself to better attract their attention.



QUOTE

Capture their personality in one sentence. What's their tone of voice like?



INDUSTRY

[Where do they work?](#) Your ad costs will differ from one industry to the next.



DEMOGRAPHICS

This information is key to your targeting decisions. Use metrics like age, gender, and language when setting up campaigns. Take into account location to [define your budget from one market to the next](#).



WHEN THEY ARE ONLINE

[When should you post](#) to maximize your visibility?



GOALS & FRUSTRATIONS

What is your persona trying to achieve and what stands in the way of it? How can your business provide a solution?



BRANDS THEY LOVE

What brands are they loyal to? [Find out](#).



INFLUENCERS THEY FOLLOW

[Find out who influences their decisions](#). Partner up with them to reach your target personas.



PLATFORMS THEY USE

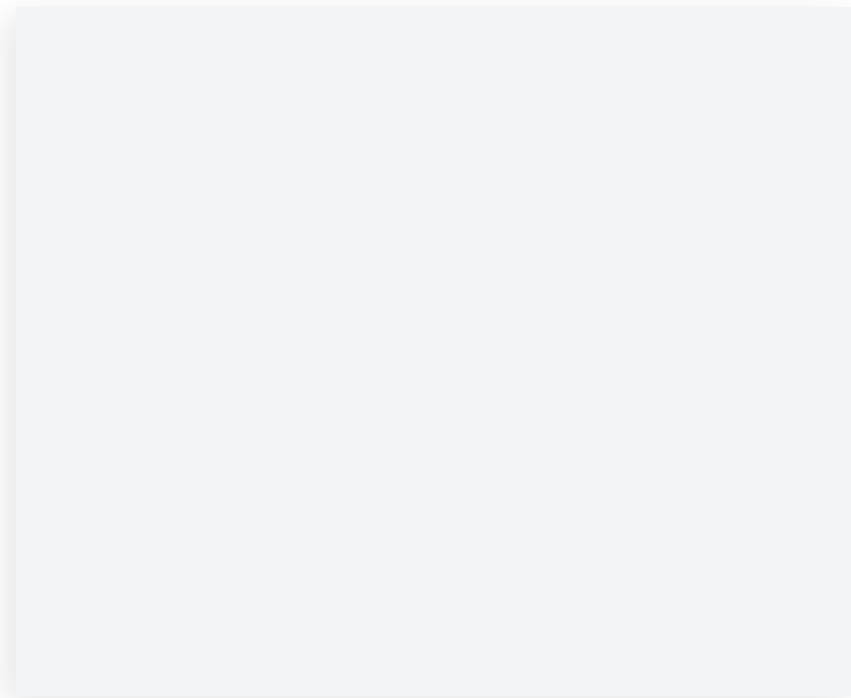
Where do they spend the most time on social?



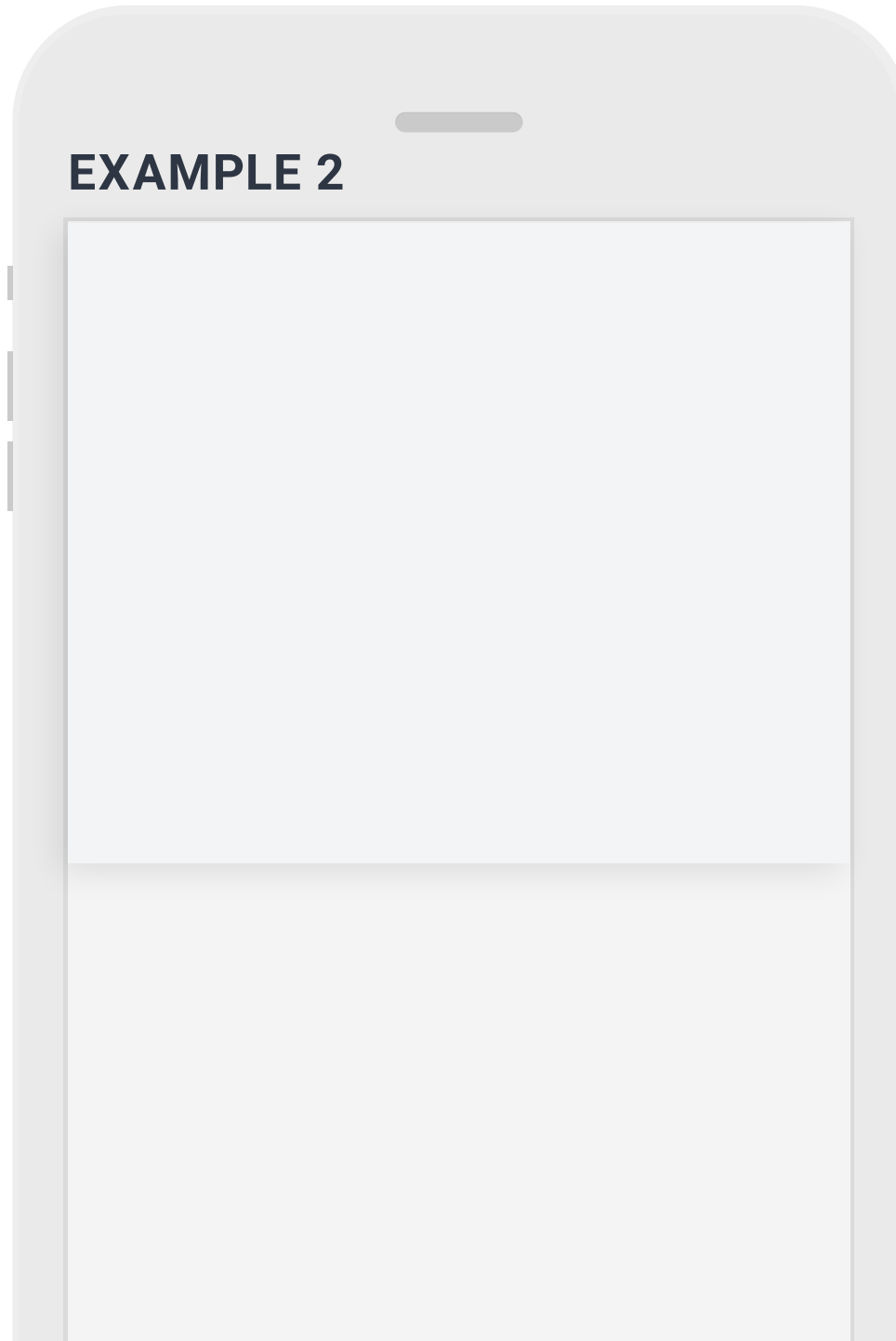
| Most Engaging Content for

Examples of posts that the buyer persona is most likely to engage with across social media platforms.

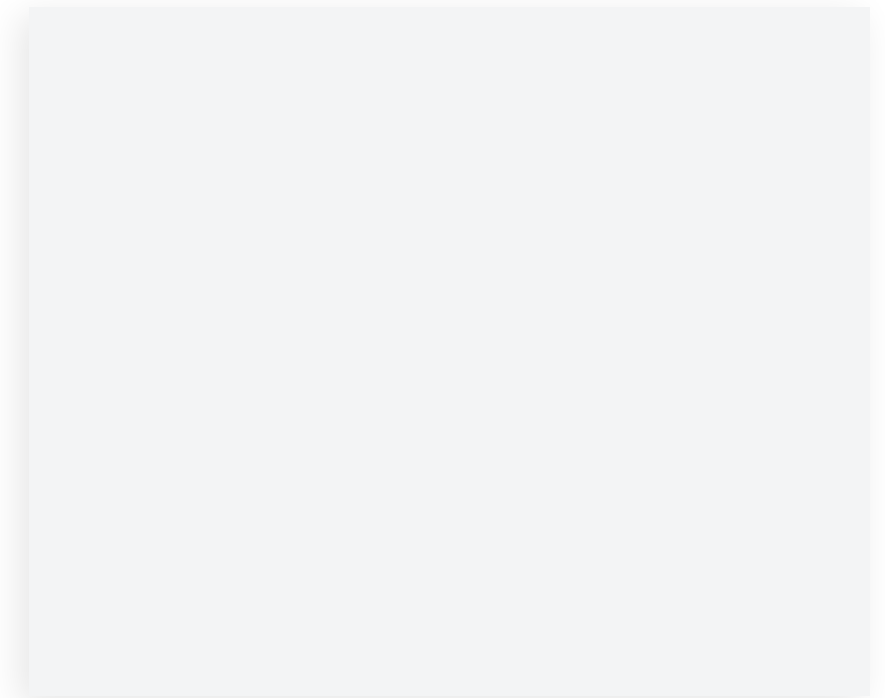
EXAMPLE 1



EXAMPLE 2

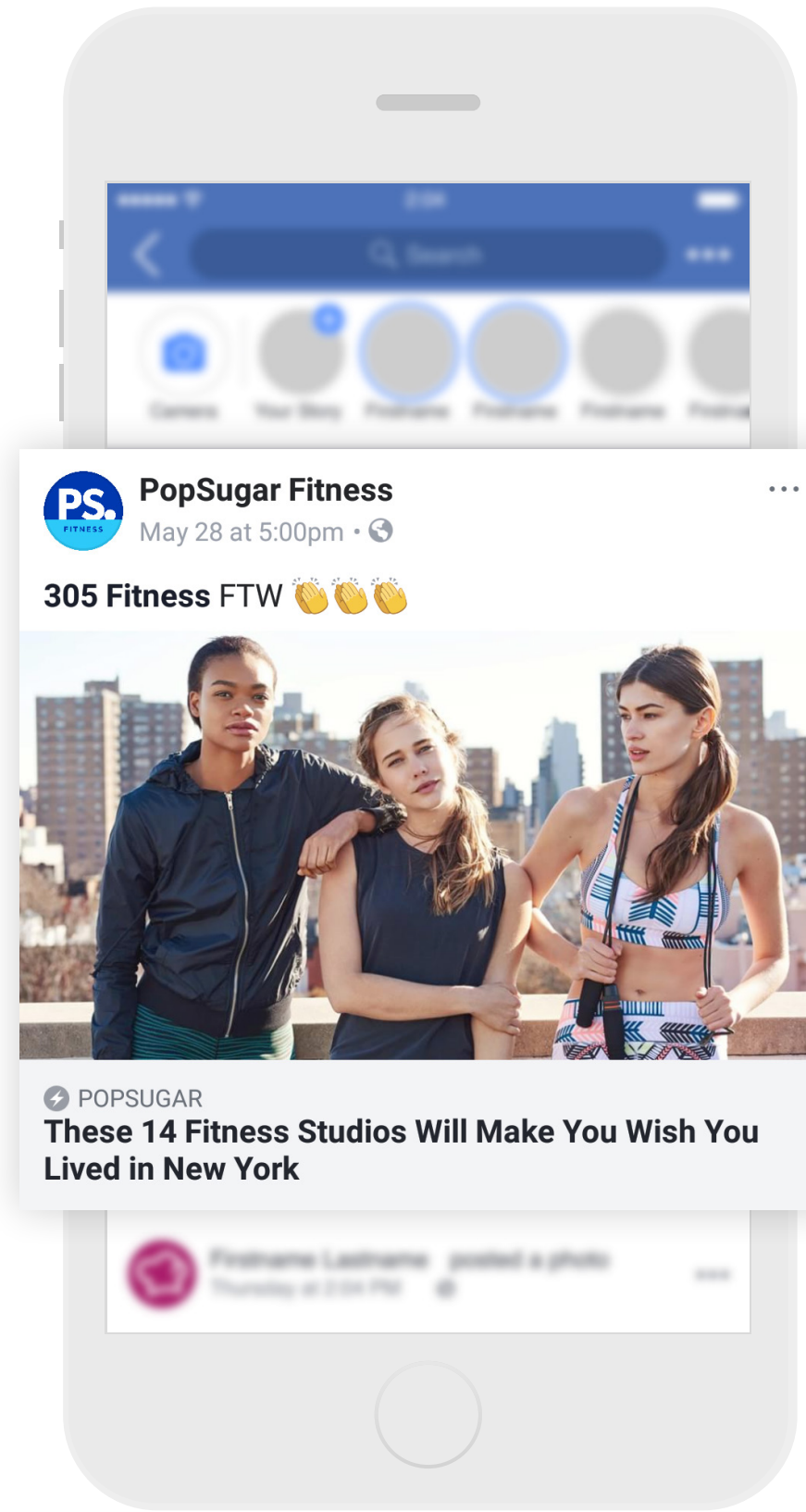


EXAMPLE 3





Not sure what content your audiences like? [Discover now](#)



What does their News Feed look like?

Add a few example posts of what content your personas might see on their News Feed. But don't guess, [find out what pages and influencers they follow](#) or [search posts by their interests](#).

How does your brand fit into their feed?

[Compare your own posts to your competitors](#). Can your content catch their attention on the News Feed?

What will it cost to reach them?

[Benchmark your spend](#) to define a budget for your campaigns.

Share the Template



Aaron Automotive

Male | 35 - 44 years

Content from
France

Automotive

Find Influencers



Fiona Fitness

Female | 18-24 years

Content from
England

Speaks
Deutsch, English

Fitness

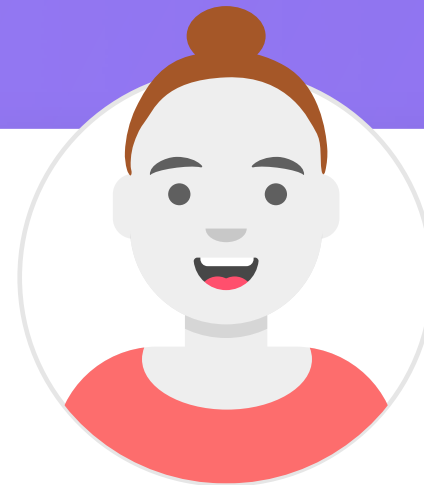
Sport

Travel

Find Influencers

Content Inspiration

Target Post



Let AI gather your omnichannel data in one place to help you create your buyer personas across digital.

See it in action – [give it a try!](#)



socialbakers

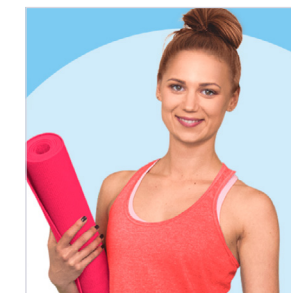
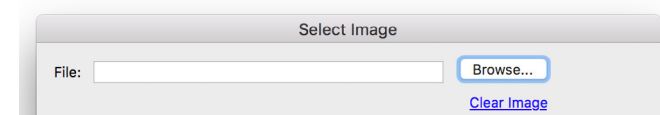
10,000+ marketers choose Socialbakers Suite – to drive engagement, inspire loyalty, and grow their revenues.



How to Use Your Buyer Persona Template

To edit this PDF template, we suggest using [Adobe Acrobat](#) as other PDF viewing applications may corrupt the text field format.

- 1.) Fill in the template with your buyer persona information.
- 2.) Click the **avatar image box** to upload a photo (JPEG or PNG) that you've chosen to represent your buyer persona.



- 3.) To add images to the **Content Inspiration** slide, click an image box and choose a file to upload (same process as Step 2).
- 4.) Export your template as **JPEG** in **Adobe Acrobat** as shown: **File > Export To > Image > JPEG**

Your template is now saved as an image file for you to use and share!