

BUYER PERSONA GUIDE

The ultimate blueprint to help your business discover who your ideal customer is, and how to effectively sell and market to them.

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CHAPTER 1

WHAT IS A BUYER PERSONA



How well do you know your ideal customers?
What they read? Their online habits? And how
they research potential vendors?

If your business doesn't know who your ideal
customer is, then how can you effectively sell and
market your products or services to them?

This guide, and this section, will explain why a
buyer persona is important for any small business
or IT company and what you need to do to
research your buyers.

WHAT IS A BUYER PERSONA?

A buyer persona is a brief biography with a picture representing your ideal customer. It's a fictional character created from real information about your buyers, their habits, demographics and motivations. It's something you can look at to help guide your sales and marketing decisions, from the kind of content that will likely interest them, to which social networks they prefer.

How do they help my marketing efforts?

Buyer personas help tell a descriptive story of your customers for you and your sales and marketing team. It can also be used as a training tool to give your team members a better grasp of what your customers need.

BUYER PERSONAS TELL A DESCRIPTIVE STORY OF YOUR BUYERS THAT HELPS SALES AND MARKETING BETTER COMMUNICATE A CLEARER MESSAGE.

How can I create a buyer persona?

Buyer personas can be created through demographic and psychographic research, surveys and interviews. It's simpler than it sounds. Just collect the thoughts and opinions of your customers. Summarize the statements into one representative biography of your typical customer, and you have an initial persona to refer to when making marketing decisions.

Should you just have one buyer persona per company?

Most companies serve different markets so you can create multiple personas, each representing a customer-type. If you are, for example, selling to both a distributor and the end- consumer, you would need at least a pair of personas.

CHAPTER 2

RESEARCHING YOUR BUYER PERSONA

This worksheet will be a guide for the types of questions to ask when creating your buyer persona.

We recommend approaching two or three of your current customers who fit a target demographic for your business, and ask them the following questions.

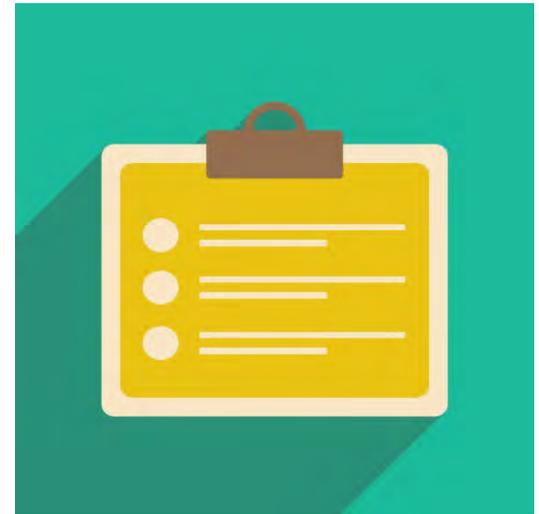


STATISTICAL & DEMOGRAPHIC INFORMATION

1. What is their gender, and age?
2. What is their annual income? What is the company's annual income?
3. What is their job role and title? What industry are they in?
4. Who do they report to? Who reports to them?
5. How is their job measured? What skills are required?
6. What is their marital status? Do they have children?
7. What is their level of education?
8. What are their hobbies?
9. What kind of car do they drive?
10. Where do they buy their clothes?
11. Where are they located?
12. Is the company local, nationwide or international?

JOB TASKS AND FUNCTIONS

1. What does their typical day-to-day schedule look like?
2. Are they solely at their desk all day or running around in meetings?
3. Do they spend more time at work or at home?
4. Where would they rather be?
5. What matters most to them when choosing a firm to [insert the kind of service you provide]?
6. What are their biggest frustrations at work?



CHALLENGES, GOALS AND PAIN POINTS

1. What are their goals?
2. What are their dreams or wishes for the future of the company and their job?
3. What problems are they currently facing at their job? How does it make them feel? (i.e. overwhelmed, anxious, worried, panicky, intimidated, confused, frustrated)
4. What is their expectation when looking for a product or service?
5. Who is involved in their purchasing decision?
6. How long does the decision making process take?
7. What results are they looking for in your product or service?
8. What would make them really excited about your product or service?

SOURCES OF INFORMATION AND COMMUNICATION

1. How do they research companies?
2. Do they spend time online?
3. How tech savvy are they?
4. What is their preferred method of contact?
5. How often and when do they check their e-mails?
6. What devices do they use to check their e-mail, find information? (e.g. computer, smartphone, tablets)
7. What sources of news and information do they trust the most?
8. What experience do they need when seeking products and services?
9. Are they on social media? If, so which? If not, why not?
10. Do they read blogs? If so, which do they prefer?
11. Which sources do they trust the most? (Friends, colleagues, credible industry experts)

BUYING EXPERIENCE

1. What experiences are they looking for when purchasing products or services?
2. What are their objections to your product or service?
3. What would make them choose you over your competitor?
4. Is this their first time purchasing your kind of product or service?
5. What would make them switch from their current service provider or vendor?
6. What hurdles do they face?



VISUALS ARE IMPORTANT

Find an actual picture online of someone who looks like your ideal client, through stock photo or Google image search. Visuals help recall concepts, by adding a picture you can create a clearer way to recall information.



Visuals help recall concepts. By adding an image, you create a clearer way to recall information.

CHAPTER 4

THE BUYER PERSONA PRESENTATION



Now that you have gone through the list of questions with your buyer persona, you can put together a presentation of your work to share across the organization.

Create a PPT/PDF presentation to share with your departments, across your company, in order to align them.

Create a PowerPoint or Word Doc with an image of your persona, their name and the main challenges and solutions in bullets. Then disseminate this across the organization. Fields to include:

- Persona name (use a key word in the persona name to make it easier to recall)
- Demographic profile
- Goals
- Challenges
- Common objections
- Typical quote when presented with your product or service

AN EXAMPLE OF A BUYER PERSONA

Example Eddy

Demographic Profile

- Role
- Age
- Marital status

Goals and Challenges

- Company goals
- Personal goals
- Possible “Quote from Eddy”



CHAPTER 4

BUYER PERSONAS IN ACTION



At BNG Design, our persona guides our marketing efforts and decision making. They guide every decision when it comes to our marketing and outreach efforts.

Here is a sample we created to share with you of a buyer persona in action.

PERSONA SAMPLE: ANTHONY ACCOUNTANT

BACKGROUND:

- Partner and CFO of IT business
- Company has 50+ employees, does \$7M annual revenue
- Loves traveling, Harley-Davidson lover, soccer and hockey fan, spending time with kids

DEMOGRAPHICS:

- Male, 40-60
- Income: \$95k annually
- City dweller, but has office that's somewhat suburban

IDENTIFIERS:

- Analytical, tech and sales engineer
- Tough to sell to, wants proof of ROI before buying



PERSONA SAMPLE: ANTHONY ACCOUNTANT

GOALS:

- Anthony needs to help bring in sales/leads to grow

CHALLENGES:

- Growing the ITbusiness
- Skeptical of marketing because most of it has not worked or can't be measured
- Few in IT industry are using digital or inbound marketing
- Needs to prove ROI to CEO, and business partners

HOW WE HELP:

- Provide firm, simple data on lead generation
- Explain why selling through education is more cost-effective than traditional selling
- Provide numerous case studies citing firm results



GET TO KNOW YOUR IDEAL CUSTOMER

- Learn what your small business or IT company can do to bring more relevant website traffic to your website.
- Receive a free consultation on how your business is doing online and how you can get better.
- Get a report showing you how to take your website from laughable to one that your prospects will love.

[Click here to contact us for your assessment and knowledge.](#)