

Developing Personas

Buyer personas help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups. At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience.

Once your buyer personas are in place, you can create a messaging platform including Key Messaging and Objectives to help you and your team speak with your buyers in a manner that resonates and clearly defines your value. Need help? Call LTMG, we've been creating buyer personas, and Key Messaging for our clients for years.

PERSONA NAME: _____

1. How would your persona describe themselves?

2. What is their demographic information? How old are they, and what is their income range and education level?

3. What is your persona's job level or level of seniority?

4. Where do they go for information?

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

6. What does your persona value most? What are they trying to accomplish/achieve?

7. What are their pain points? What problems are they struggling with that you can help solve?

8. What are their most common objections to your products or services?

9. What are they looking for when seeking out products or services like yours?