

## BUYER PERSONAS

Buyer Personas are fictional individual profiles which represent your target audience. It might feel tedious, but writing them out helps you keep your marketing efforts focused and targeted on their needs, wants, and challenges.

Most businesses have more than one ideal client, so we recommend developing 2-3 buyer personas.

### **Top Tips:**

1. Don't just fill in the table off the top of your head.

Do your research! Look at your current customer base. Identify your best customers (the most lucrative, your favourite to work with) and your repeat clients. Note down any similarities between the two. Finding these similarities will help you create a persona that attracts more great customers.

You can also do this in the inverse, looking at customers you'd never want to work with again and figuring out which people aren't the right fit for you.

2. Review your buyer personas regularly

As businesses grow and evolve, your service offering might be tailored to a different audience. We recommend reviewing, refining or even redefining your buyer personas every year as part of your overarching marketing strategy.

PERSONA #1	
<b>Name</b>	
<b>Gender</b>	
<b>Age bracket</b>	
<b>Occupations/job-types</b>	
<b>Interests</b>	<b>Social/Hobbies</b>
	<b>Work-related</b>
	<b>Media &amp; Brands</b>
<b>Priority initiative</b> <i>What changes trigger this buyer persona's search for this type of solution?</i>	
<b>Success factors</b> <i>What results or outcomes does this buyer persona expect from the successful completion of the Priority Initiative? Be specific and include tangible/logical outcomes as well as aspirational/emotional goals.</i>	
<b>Perceived barriers</b> <i>Why would this buyer persona be unlikely to purchase this solution?</i>	

<p><b>The Buyer's Journey</b> <i>Who's involved? How are solutions evaluated? How does the process unfold as the decision gets made?</i></p>	
<p><b>Decision criteria</b> <i>Identify the top 3-to-5 factors that this buyer persona uses to compare alternative or competing options and make a decision.</i></p>	