

How to Create Effective Buyer Personas



Buyer personas are a major component of any effective inbound marketing strategy. Before launching a campaign, you need to identify your ideal customer. In order to do this, you'll have to understand who your users are, what motivates them and ultimately their needs. Once this information is established, you can create custom content and messaging to speak the language of your future customer.

When conducting your buyer persona research, it's important to keep the following in mind:

FEATURED BUYER

INDUSTRIES:

- | | |
|-------------|---------------|
| ADVERTISING | MANUFACTURING |
| COMPLIANCE | NON-PROFIT |
| EDUCATION | PUBLISHING |
| FINANCIAL | RETAIL |
| HEALTHCARE | TRADE |
| INSURANCE | OTHER |



COMPANY GOALS

- What are they trying to achieve?
- What is their role in the company?
- What drives their success?
- Who do they report to?

CUSTOMER TRAITS

- | | |
|-----------|----------------|
| Age | Lifestyle |
| Interests | Hobbies |
| Location | Income |
| Job | Marital Status |

COMMUNICATION STYLE

- Where do they source new information?
- What blogs or content do they read?
- Do they belong to any social networks?
- What newsletters, associations or groups are they interested in?
- Vendor Interaction: email, text, call or in-person?

PURCHASING HABITS

- Habitual Buying Behavior
- Variety-Seeking Behavior
- Dissonance-Reducing Buying Behavior
- Complex Buying Behavior

PERSONAS TO CONSIDER

INNOVATIVE ALAN

Creative Thinker
ROI-Driven
Frequent
Communication:
Partner in Marketing

DECISIVE DANIELLE

Directive/Assertive
Results-Driven
Tactful
Communication:
Her Way or No Way

PARTNER PATTI

Analytical Thinker
Efficiency-Driven
Constant
Communication:
Long-Term Partner

CONCENSUS CLAIRE

Adaptable/Respectful
Collaboration-Driven
Constant
Communication:
Facilitated Discussions

TRANSACTIONAL TOM

Budget Focused
Cost-Driven
Little
Communication:
One-Time Projects