Creating Buyer Personas

Why are buyer personas an important part of your inbound strategy?

Buyer Persona

A semi-fictional representation of your ideal buyer based on data, interviews, and some educated guesses.

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3. Give them a name

Pro Tip:

Buyer personas are often named something memorable and alliterative, like Management Margaret or Skeptical Suzy. This makes it easier for your team to remember them.

Your personas should have just as much value for your sales and services teams as they do for your marketers.

Your customers will enjoy a **seamless end-to-end experience,** and your internal teams will enjoy the benefits of being well aligned with each other.

How to create a buyer persona

Creating a buyer persona:

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2. How to create your persona

3. Ways your persona can be used by all of your teams

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The creation of your buyer personas should include input from as many **different perspectives** within your company as possible.

Pro Tip:

In addition to these customer-facing teams, your back-office teams might also have important contributions to make.

The **more viewpoints** you can include in the persona creation process, the better the final personas will be.

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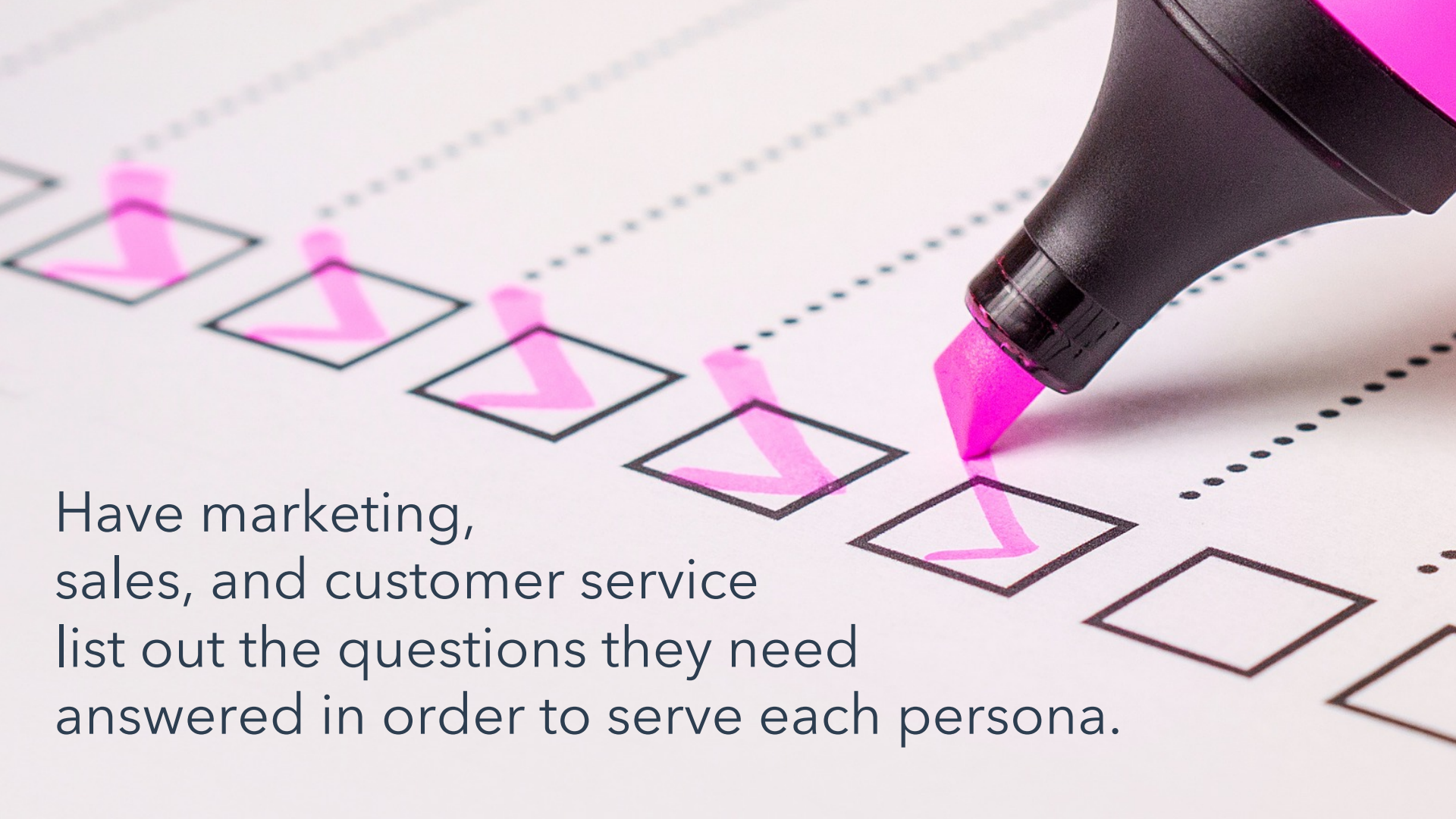If you have a concrete understanding of the problem your company is meant to solve, that will **form the foundation** of your buyer persona.

Have your customer service team **identify any commonalities** among your most successful customers.

What traits are highly correlated with success using your product?

Have marketing,
sales, and customer service
list out the questions they need
answered in order to serve each persona.

Information Marketing Needs

- How does a persona phrase their problem when they type it into Google?

- Where does each persona go to get help with their problem?

- What channels of communication do they prefer to be contacted through?

- Demographic information (helps with tone, languages, and imagery)

Information Sales Needs

- How high of a priority is overcoming this problem?

- What kinds of goals is this problem preventing the persona from achieving?

- Is this persona typically the only person involved in the purchasing decision?

- How long or short do they expect the sales process to be?

- Do they typically view your product's price as being high, low, or about average?

Information Services Needs

- What needs to happen in order for this persona to feel satisfied after purchasing your product?

- What aspects of your product do they find most confusing?

- What are their favorite features of your product?

- What kinds of things will make them happy enough that they'll recommend your product to others?

- What kinds of things will upset them enough that they'll recommend that people NOT buy your product?

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Sources for buyer persona information

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Historical Data

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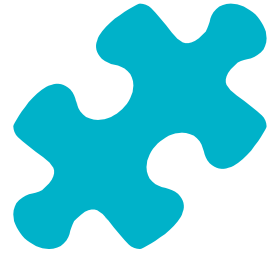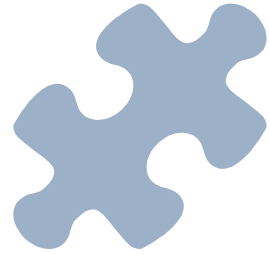Data

Customer
Interviews

Sources for buyer persona information

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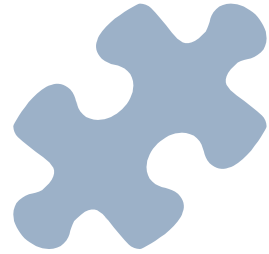Historical
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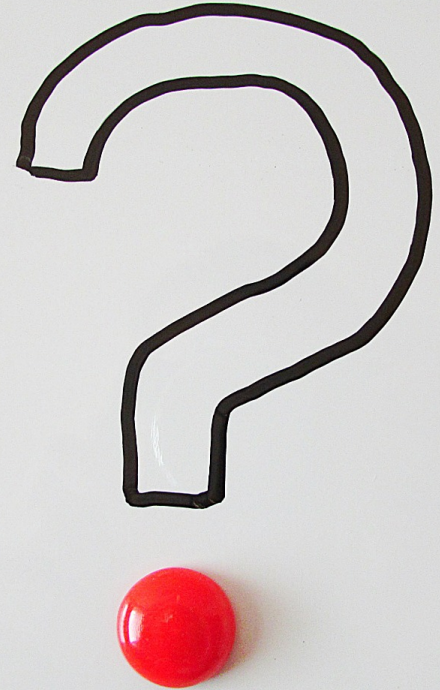Historical Data

Customer Interviews

Educated Guesses

For each of your personas, you'll want to **interview about 15 people.**

Take good notes during these interviews and then look for **common themes** that show up from one customer to the next.

Are there **any questions** that marketing, sales, and services came up with at the beginning of the process that haven't been answered by the data and interviews?
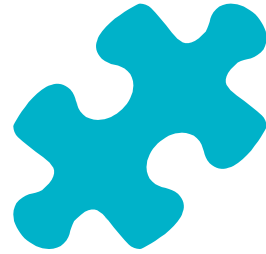
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Your personas should inform **everything** your customer-facing teams do.

Make sure there are ways for marketing, sales, and service to all **give feedback** so your personas can be improved over time.

Personas **don't replace the need** to find out information about individual people.

The work of creating personas is **never done.**