**Student Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**CUSTOMER/BUYER PERSONAS**

1. What is a customer/buyer persona?

1. A measurement of how likely a prospective customer/buyer is to buy your products
2. A specific prospect that your sales team needs to make a sales plan to engage with
3. A semi-fictional representation of your ideal customer/buyer based on data, interviews, and some educated guesses
4. A demographic description of someone who purchased one of your products within the past six months

2.When creating a customer/buyer persona, you should get input from as many departments in your company as possible.

1. True
2. False

3.When is the work of creating a persona finished?

1. When the persona exactly matched a certain percentage of new prospects
2. Never. You should update your personas on an ongoing basis
3. When you’ve interview at least 15 customers
4. When it reaches a certain predetermined length

4.What is one way that personas benefit your marketing strategy? Select all that apply.

1. Provide ideas for your financial projections
2. Help a business to identify where your best customers spend time on the Internet
3. Assist in the development of new products and services
4. Help a business create the right content

5. Can personas help create better products and services?

1. True
2. False

6. Which is the best way to conduct persona research?

1. Look up information on the Internet
2. Visit your local Chamber of Commerce
3. Interview customers
4. Send out surveys

7. Can you create a persona for your business without having any customers yet?

1. Yes
2. No

8. Who should create your customer/buyer persona?

1. Financial team
2. All departments in a company
3. Marketing team
4. President/CEO

9. What is the most important use of the customer/buyer persona?

1. To inform everything that customer-facing teams do
2. To determine when to launch a certain product or service
3. To decide on a slogan for the company
4. To assist in profit projections

10. What is the suggested amount of customer interviews that should be performed when developing a persona?

1. 5
2. 15
3. 45
4. 10

*Source: Questions 1-3, HubSpot,* <https://app.hubspot.com/academy/8109120/lessons/305/1642>

Questions 4-10, adapted from Quizlet – HubSpot Certification – Personas <https://quizlet.com/87295252/hubspot-certification-personas-flash-cards/>