

BUYER PERSONA GUIDE

Buyer personas are a vital part of marketing.

They help you understand who your target audience is and why they might want to purchase from you. Personas help you to define the characteristics of your ideal customer and make decisions on how to market to that person. My New Venture is here to make establishing your buyer persona easier with our buyer persona guide, helping you to create more targeted marketing campaigns and gain more customers.

Demographics are what make up your personas. You can include as many or as few demographics and traits as you'd like but the more you include, the better the picture you will generate and the better you'll know your audience.



Take these into consideration:

1. NAME

Name your personas, this could be any name you like or something catchy that relates to who they are; Student Steve or Retired Ruth for example.

2. AGE

How old is your target audience? Straight away, this information is painting a picture and helping you to make informed decisions about your buyer's preferences and behaviour. For example, if they're a younger person, they may be more interested in your product or service if it had a mobile app.

3. GENDER

Male, female, non-binary...?

Top Tip:

If you're using Google ads, you can use the GENDER variable from the Targeting section of Google Analytics to target only males or females. Knowing the gendered interests that your persona expresses through their online behaviour and purchases, makes it easier to find your target audience.

4. LOCATION

- ❓ Where does your buyer live?
- ❓ Where does your buyer spend most of their time? Do they work from home or travel regularly for business (e.g. sales)?

5. OCCUPATION

Knowing the occupation of your target audience is essential to understanding who they are, what their needs are and how best to communicate with them.

6. EDUCATION LEVEL

Are they most likely to be degree educated, college educated, apprentices, something else? Does this affect how you would target your persona?

7. INCOME BRACKET

8. FAMILY SIZE (IF APPLICABLE)

9. GOALS

The goals of your buyer persona will help you to understand what they are looking for in a solution.

- ? What goals do they have in life generally? What do they aspire to be or do?
- ? What is their ideal outcome in relation to your offering? In other words, how does your product or service help them achieve their goals?

10. CHALLENGES AND PAIN POINTS

The main challenges and pain points they face, and how your product or service solves them. Pain points are usually financial, productivity, process or support based and can include budget constraints and a lack of time.

- Real-world drawbacks
- What demotivates your customer to make a purchase?
- Does your persona have online access? Are they tech-savvy?

11. HOW YOU HELP

- ? What product or service are you offering?
- ? How does it help the customer?
- ? What are the benefits of having this product/service?
- ? What features does your product/service offer?
- ? Are there any limitations with your product/service (i.e., price point)?

12. PERSONA LIKES AND DISLIKES

Understanding your buyer persona's likes and dislikes will not only help you to target them better but also to create a better user experience. A strong understanding of the persona is crucial to creating an effective product roadmap and marketing strategy.

Likes:

- ❓ What does your target buyer like?
- ❓ What are their hobbies, interests, or pet peeves?
- ❓ How do they spend their free time?
- ❓ What do they read and watch?
- ❓ What social media platforms do they use?

Dislikes:

- ❓ What are the things that turn them off from products or companies in general (e.g., fake news, price, company values)?
- ❓ What are some of the things they dislike about other brands in the space that you plan on competing with?

The purpose of a buyer persona is to help you put yourself in the shoes of your ideal customer so that you can better understand what they need and how you can provide it and reach them.

It's likely that you will have more than one ideal customer so create as many personas as you need. The more details you include in your buyer persona profiles, the better.

