A Marketer's Template for Creating Buyer Personas

[name]
[demographic]
[goals]

HubSpot
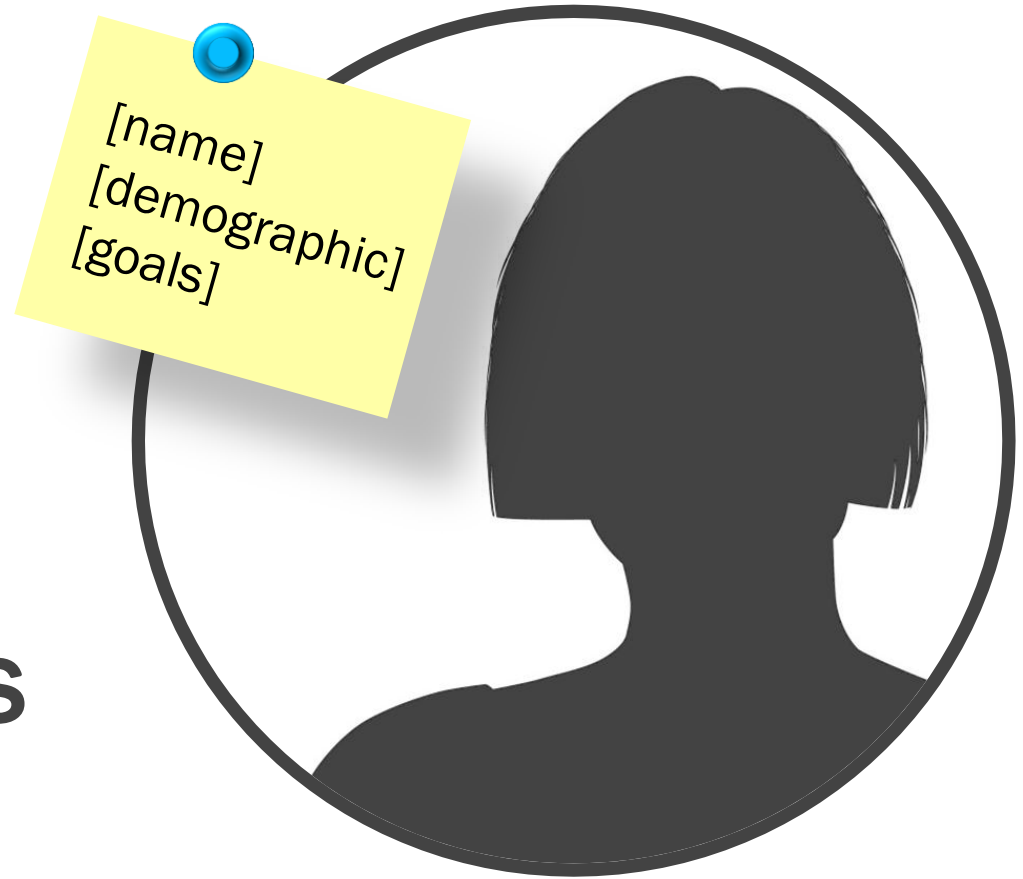
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A Brief
Introduction
to Buyer
Personas

What Are Buyer Personas?

Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

How Are Buyer Personas Created?

Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers – both "good" and "bad" -- prospects, and those outside of your contact database who might align with your target audience. You'll collect data that is both qualitative and quantitative to paint a picture of who your ideal customer is, what they value, and how your solution fits into their daily lives.

How Do You Socialize A Buyer Persona?

So you've done the research and conducted all the interviews ... you've finally figured out who your buyer persona is. Congratulations! But how do you communicate that new understanding of your target customer with your entire organization? After all, if your sales and marketing teams don't understand who they're speaking to, it's hard to craft a message that really resonates.
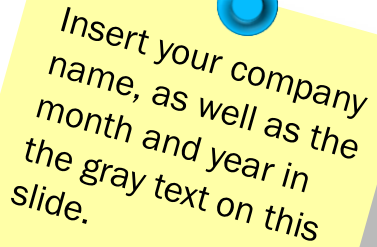
Use This Template!

That's why we've created this handy-dandy PowerPoint – so you can quickly explain your buyer persona and disseminate that information across the organization in a palatable, organized format. This template will walk you through how to input and format the information you've collected about your persona in a way that's extremely easy for your entire company to understand. And since your research is already done, this is the easy part!

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How to Present Your Buyer Persona

Insert your company name, as well as the month and year in the gray text on this slide.

Company ABC
Buyer Persona Overview

Month, Year

Persona Name

BACKGROUND:

- Basic details about persona's role
- Key information about the persona's company
- Relevant background info, like education or hobbies

DEMOGRAPHICS:

- Gender
- Age Range
- HH Income (Consider a spouse's income, if relevant)
- Urbanicity (Is your persona urban, suburban, or rural?)

IDENTIFIERS:

- Buzz words
- Mannerisms

You can find this information by administering online surveys of your target audience.
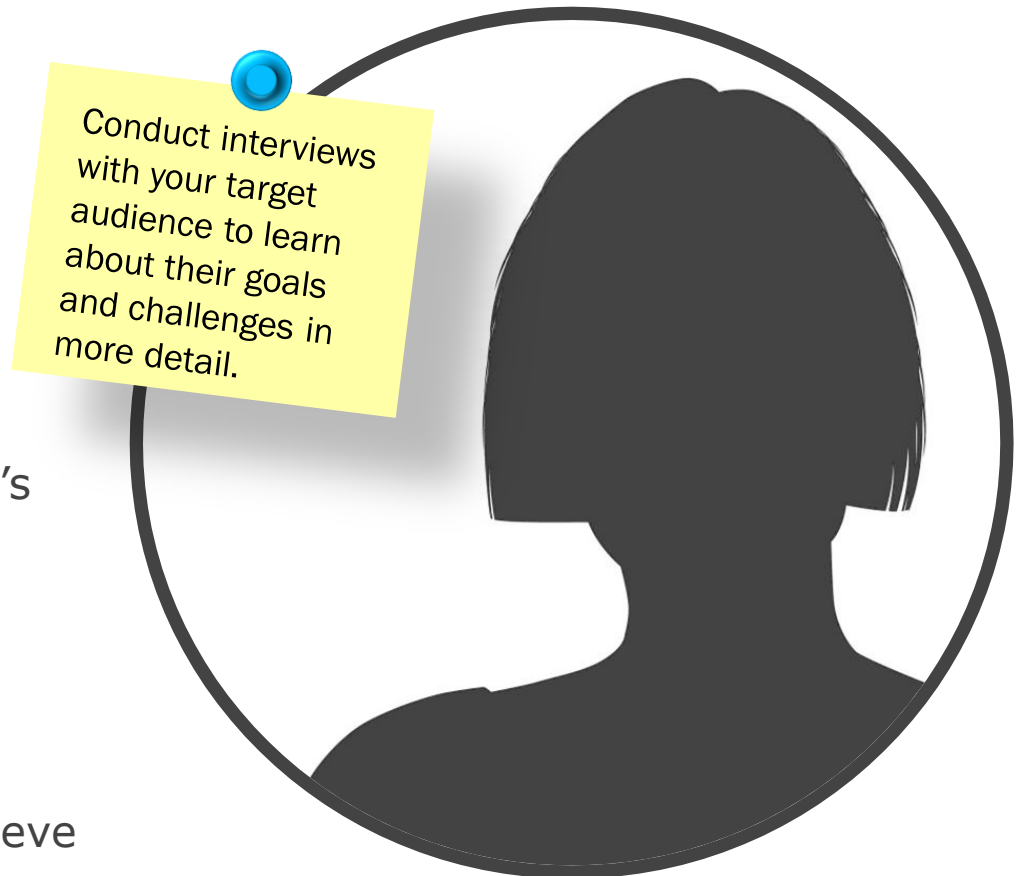
Persona Name

GOALS:

- Persona's primary goal
- Persona's secondary goal

CHALLENGES:

- Primary challenge to persona's success
- Secondary challenge to persona's success

HOW WE HELP:

- How you solve your persona's challenges
- How you help your persona achieve goals

Conduct interviews with your target audience to learn about their goals and challenges in more detail.

Persona Name

REAL QUOTES:

- Include a few real quotes – taken during your interviews – that represent your persona well. This will make it easier for employees to relate to and understand your persona.

COMMON OBJECTIONS:

- Identify the most common objections your persona will raise during the sales process.

Identifying common objections will help your sales team be better prepared during their conversations.

Persona Name

MARKETING MESSAGING:

- How should you describe your solution to your persona?

ELEVATOR PITCH:

- Make describing your solution simple and consistent across everyone in your company.
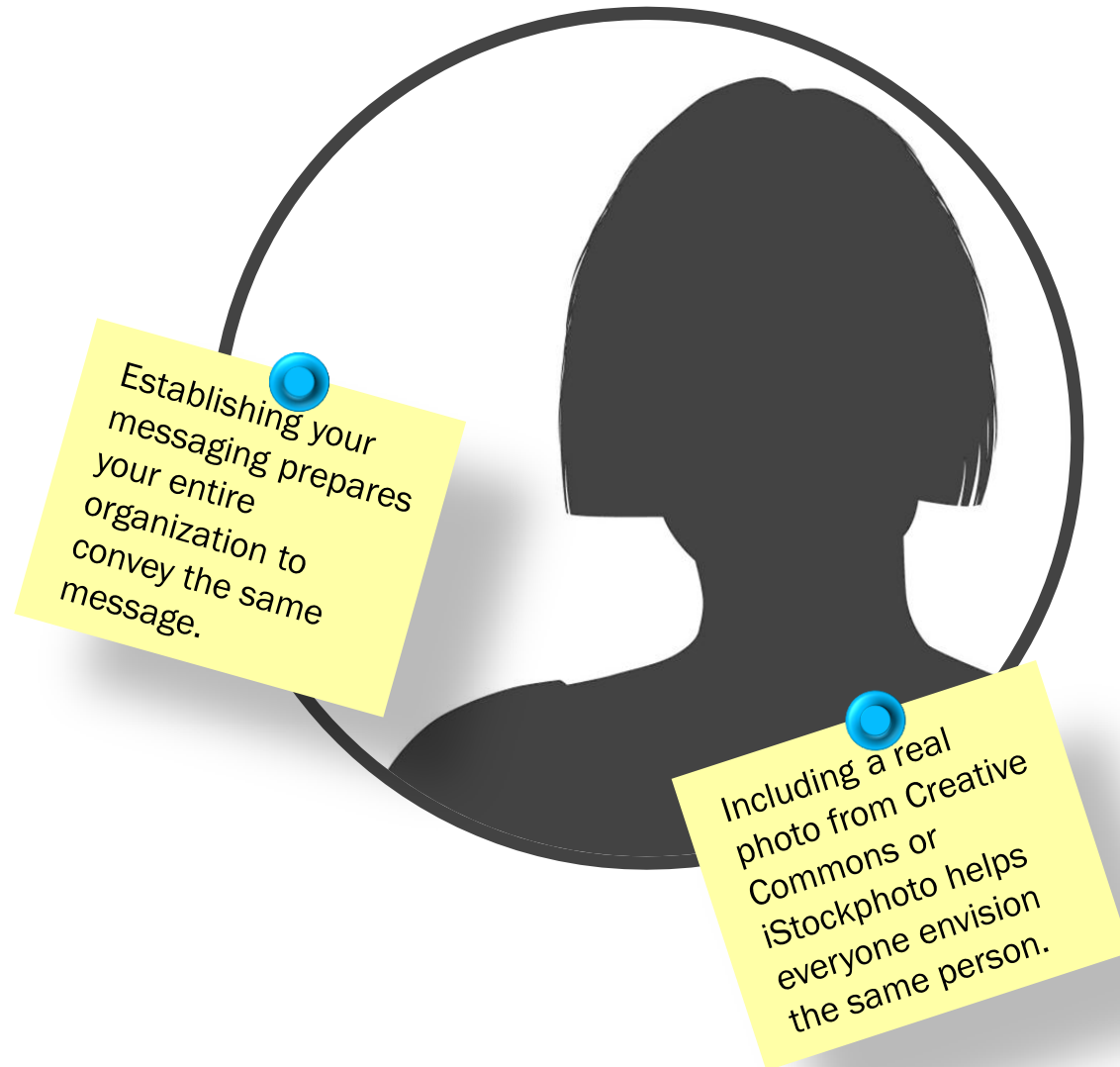
Establishing your messaging prepares your entire organization to convey the same message.

Including a real photo from Creative Commons or iStockphoto helps everyone envision the same person.

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An Example
of a Complete
Buyer
Persona

Sample Sally

BACKGROUND:
- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

DEMOGRAPHICS:
- Skews female
- Age 30-45
- Dual HH Income: $140,000
- Suburban

IDENTIFIERS:
- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed

Sample Sally

GOALS:

- Keep employees happy and turnover low
- Support legal and finance teams

CHALLENGES:

- Getting everything done with a small staff
- Rolling out changes to the entire company

HOW WE HELP:

- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems

Sample Sally

REAL QUOTES:

- "It's been difficult getting company-wide adoption of new technologies in the past."

- "I don't have time to train new employees on a million different databases and platforms."

- "I've had to deal with so many painful integrations with other departments' databases and software."

COMMON OBJECTIONS:

- I'm worried I'll lose data transitioning to a new system.

- I don't want to have to train the entire company on how to use a new system.

Sample Sally

MARKETING MESSAGING:

- Integrated HR Database Management

ELEVATOR PITCH:

- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.

Want to see if your new personas have
helped your sales and marketing efforts?

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