

women's
BUSINESS DAILY

Develop Deep Insights About Your Customers Using Buyer Personas

BUYER PERSONAS

Buyer personas are semi-fictional representations of your target customers. These personas are based on market research and real data about the people you are targeting. Two to three buyer personas are ideal. The more detailed the buyer persona, the better. Use the blank framework on the next page to start filling out your buyer personas.

Demographics

(Gender, age, marital status, employer)

Buying Roles

(Decision makers, influencers)

Goals and Responsibilities

Needs

Objections

Frustrations

Buyer's Journey

(Awareness, consideration, purchase, advocacy)

Channels

(Social media, other digital activities, non-digital activities)

Sources of information

(Content that influences purchased decisions)