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**HOW TO CREATE
BUYER PERSONAS
FOR YOUR BUSINESS**



What Are Buyer Personas?

Buyer personas are fictional, generalized representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.). Depending on your business, you could have as few as one or two personas, or as many as 10 or 20. (Note: If you're new to personas, start small! You can always develop more personas later if needed.)



What Are Negative Personas?

Whereas a buyer persona is a representation of an ideal customer, a negative – or “exclusionary” -- persona is a representation of who you don’t want as a customer.

This could include, for example, professionals who are too advanced for your product or service, students who are only engaging with your content for research/knowledge, or potential customers who are just too expensive to acquire (because of a low average sale price, their propensity to churn, or their unlikeliness to purchase again from your company.)



How Can You Use Personas?

At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.

If you take the time to create negative personas, you'll have the added advantage of being able to segment out the "bad apples" from the rest of your contacts, which can help you achieve a lower cost-per-lead and cost-per-customer (and see higher sales productivity). When combined with lifecycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content.



How Do You Create Buyer Personas?

Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers, prospects, and those outside of your contact database who might align with your target audience.

Here are some practical methods for gathering the information you need to develop personas:



Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.



When creating forms to use on your website, use form fields that capture important persona information. (For example, if all of your personas vary based on company size, ask each lead for information about company size on your forms. You could also gather information on what forms of social media your leads use by asking a question about social media accounts.)



Take into consideration your sales team's feedback on the leads they are interacting with most. (What types of sales cycles does your sales team work with? What generalizations can they make about the different types of customers you serve best?)

First, we'll walk you through an example, then we'll leave you with some blank templates so you can get to it!

Example Persona:



**SUZIE
SHOPKEEPER**



Gender: Female



Age: Early to mid-40s



Income: \$4,000 - \$5,000 per month



Education: College degree



Location: Mid-USA



**SUZIE
SHOPKEEPER**

- ★ **Roles:** Business owner, wife and mother to three adolescent children.
- 🎯 **Goals:** Being a successful business owner and entrepreneur. She wants to find ways to help her become more efficient so she can spend more time with her family.
- 🏃 **Challenges:** She owns and runs her own business. When she started her business she had to dedicate a lot of time to getting it off the ground but now she wants to strike a better work/life balance so she can enjoy watching her kids grow up. She's tentative to take a step back or change her standard business routine as she wants to still increase her overall sales.

💬 **Suzie's Story:** After completing college she entered the workforce like everyone else and started a career in a typical nine-to-five job. Feeling like she had hit a plateau early on in her corporate job she decided to take a risk and start up her own business and follow her passion to be an entrepreneur. Driven by success, Suzie dove head first into getting her business off the ground. As her



SUZIE
SHOPKEEPER

business developed, so did her family, as she started to have children. Suzie enjoys being her own boss and doing something that she loves but is still working the long hours she did at the start to keep the business growing. While that was fine when she was younger, now that she has a family she doesn't want to miss out on watching her kids grow up.

Suzie likes to maintain control in her life and is afraid that if she takes a step back in the business or changes how she does things (so she can spend more time with her family) that it may negatively impact the growth of her business. She needs to find a way to find balance between work and life, without feeling like she is losing control. While she has decent computer skills, she has just enough to get by and knows that there is much more she could be doing to help streamline her business overall, she's just not sure where to start.

Your Turn!

We've provided a worksheet for developing your buyers personas.
Answer the questions below for each persona you want to create.



What do you call the persona internally?



What is their demographic information?



What is their job and level of seniority?



What does a day in their life look like?



What are their pain points?
What do you help them solve?



What do they value most?
What are their goals?



Where do they go for
information?



What experience are they
looking for when seeking out
your products and services?



What are their most common
objections to your product or
service?

About WSI

We're a powerful network of marketers who strive to discover, analyze, build and implement digital strategies that win digital marketing awards and help businesses succeed online.

Headquartered in Toronto, Canada, WSI was founded in 1995. After 25 years, we have hundreds of successful WSI Agencies spanning across the globe and the most extensive digital marketing network of its kind. In 2020, WSI was named the Top Agency for the second year in a row by the Web Marketing Association at their prestigious WMA WebAward competition.

For more than two decades, WSI has helped over 100,000 businesses develop their online marketing strategies so they can get more leads, generate more sales, and earn a better return on their online marketing investment. Overall, WSI strives to make a difference in the lives of the businesses they work with by fostering lasting, life-changing growth for their clients.

Need help developing your buyer personas? Want to talk to an experienced Consultant about your digital marketing strategy?

Talk to us. We can help. Visit us online at wsidigital.ie, or email me directly at cormac@wsidigital.ie