



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

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**CAMPAIGN  
CREATORS**

**“PERSONAS ARE FICTIONAL,  
GENERALIZED CHARACTERS  
THAT ENCOMPASS THE  
VARIOUS NEEDS, GOALS,  
AND OBSERVED BEHAVIOR  
PATTERNS AMONG YOUR  
REAL AND POTENTIAL  
CUSTOMERS. THEY HELP  
YOU UNDERSTAND YOUR  
CUSTOMERS BETTER.”**

**—HUBSPOT**

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Buyer personas are extremely important to inbound agencies, seeing as they drive all marketing, advertising, and design efforts. If you understand your target audience, it's easier to create campaigns and visual assets that appeal to each of your personas individually. Basically, personas serve as example customers that you'll be targeting all marketing collateral toward. Therefore, it's important to craft as detailed personas as possible. If you can nail down their interests and desires, you can catch their attention!

# STEP 1

## //RESEARCH

It's important to first learn who your personas are before labeling them with demographics. You may think you've already got your ideal customers nailed down, but it's certainly worth a double-check. Spend some time collecting ideas about who your personas are before labeling them with specific traits, as you may be surprised by your personas' true data like job salary and age.

If you're already an established business, we suggest not only online research but also interviews. Your current or former customers can tell you more about themselves than you could ever guess. It's not necessary to ask for a one-on-one session with each of your buyers, but it's probably worth your time to look into information you've already gathered through social media or surveys. If you're planning on making educated and informed decisions about your business, you need to invest a good amount of time in your persona basics.

STEPS

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6

# STEP 2 // DEMOGRAPHICS

If you've completed your research and feel confident that your drawn-up buyer personas represent who will actually purchase your product or service, you're ready to set up some demographics. This data is the basic information that comes with each persona: their age, location, job, salary, marital status, and any other straightforward details. This information is mostly based on research and should be fairly easy to gather. If you've found any other basic information like the aforementioned that could factor into your personas' buying decision, you can include it as well.

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# STEP 3 //A DAY IN THE LIFE

Here's where you get to be creative and really develop your personas' personalities. Because you'll be designing your assets and offerings around persona values later down the road, you'll need to be fairly specific when describing your personas' lives.

Consider what your personas may go through every day, and elaborate on their tendencies around your service or product. If you're a clothing company; how much time do they give themselves to get ready before leaving the house? Where do they go on a normal day where they'd need to dress appropriately? Do they go shopping often or do they only purchase products as needed? It's vital that you detail their daily lives so that later you can look back and see how your product or service can best suit them.

STEPS

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# STEP 4 //CHALLENGES

You've figured out your personas' lives and now you're ready to get into the nitty-gritty. Why does each of your personas need your product/services? Detail the reasons why your persona has developed their need in the first place. For our clothing company example: Is it because they got a new job? Are they moving to another climate? Are they just looking for a more seamless shopping experience?

List out why your persona would even be open to using your product/services in the first-place. This is where you can pinpoint their needs in order to better serve them.

STEPS

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# STEP 5 //CHANNELS

Regardless of how well you know your personas, if you can't tell them about your product or service then your efforts are futile. Therefore, it's extremely important that you find out where they get their information. Do they frequent social media sites like Twitter and Facebook? Or do they tend to do their own research on companies using sites like Yelp? You should investigate how each individual persona connects to companies around them in order to understand each channel and position your brand for success. Again, this portion of persona development is vital, because if you can't reach your audience you won't have many customers.

STEPS

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# STEP 6 //COMMON

Now that you know your personas fairly well, it's time to pinpoint their individual complaints. List a few reasons they may not be able or willing to go to other providers. For our clothing company example we used before; Are they hesitant to shop online? Do they value quality over quantity or design? Are they afraid of return policies? Gather all of the reasons they haven't resolved their issue, as you'll use these later to address why you're their solution.

STEPS

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# READY TO START?

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You've read about each of the steps in creating a buyer persona and now you're ready to begin drafting your own. Fill out as much of the form as possible for each of your buyer personas based on your research. If you need to skip some fields and return to them later that's okay too! It's expected that as your business shifts its offerings and enters new industries your personas will change as well.

Feel like you're ready to make some new imaginary friends? Go ahead and begin crafting your personas on the following pages!

# PERSONA 1

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NAME

AGE

GENDER

LOCATION

JOB TITLE

SALARY

ADDITIONAL DEMOGRAPHIC INFORMATION

A DAY IN THE LIFE STORY

# PERSONA 1

## GOALS

## CHALLENGES

## CHANNELS (Mark the Level of Engagement for Each Channel)

	Not Active	Somewhat Active	Very Active
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# PERSONA 1

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## SOLUTIONS

## COMMON OBJECTIONS

## MARKETING MESSAGE

# PERSONA 2

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NAME

AGE

GENDER

LOCATION

JOB TITLE

SALARY

ADDITIONAL DEMOGRAPHIC INFORMATION

A DAY IN THE LIFE STORY

# PERSONA 2

## GOALS

## CHALLENGES

## CHANNELS (Mark the Level of Engagement for Each Channel)

	Not Active	Somewhat Active	Very Active
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# PERSONA 2

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## SOLUTIONS

## COMMON OBJECTIONS

## MARKETING MESSAGE

# PERSONA 3

---

NAME

AGE

GENDER

LOCATION

JOB TITLE

SALARY

ADDITIONAL DEMOGRAPHIC INFORMATION

A DAY IN THE LIFE STORY



# PERSONA 3

## GOALS

## CHALLENGES

## CHANNELS (Mark the Level of Engagement for Each Channel)

	Not Active	Somewhat Active	Very Active
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# PERSONA 3

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## SOLUTIONS

## COMMON OBJECTIONS

## MARKETING MESSAGE

# PERSONA 4

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NAME

AGE

GENDER

LOCATION

JOB TITLE

SALARY

ADDITIONAL DEMOGRAPHIC INFORMATION

A DAY IN THE LIFE STORY

# PERSONA 4

## GOALS

## CHALLENGES

## CHANNELS (Mark the Level of Engagement for Each Channel)

	Not Active	Somewhat Active	Very Active
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instagram	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# PERSONA 4

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## SOLUTIONS

## COMMON OBJECTIONS

## MARKETING MESSAGE

# CURIOUS TO SEE HOW MARKETING EFFORTS CAN BRING NEW LEADS INTO YOUR BUSINESS?

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