

HOW TO BUILD YOUR BUYER PERSONA IN 5 STEPS

Inbound Marketing

1#

What
do you
need to
know

?

A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. It is important that you include your current and potential clients and also contact that are out of your database in order that they help you to enrich the final result of your fictitious representation.

It is essential that you know what information you need to define in a correct way how will be your ideal client.

We recommend that you think and to collect the information which you already have and which one could be useful.

- **Look at your database** to know for example information about the trends, leads etc.
- **Turn to your sales team**, they know everything about your customers. Their experiences and knowledges wil help you to understand better your audience.

Now, you have to define the questions which help you to get to know your users.

You must to classify the questions in different thematic.

Role

- 1. What is your job role?**
- 2. How is your job measured?**
- 3. What does a typical day look like?**
- 4. What skills are required to do your job?**
- 5. What knowledge and tools do you use in your job?**
- 6. Who do you report to? Who reports to you?**

Company

- 7. In which industry or industries does your company work?**
- 8. What is the size of your company (revenue, employees)?**

Goals

- 9. What are you responsible for?**
- 10. What does it mean to be successful in your role?**

Challenges

11. What are your biggest challenges?

Watering Holes

12. How do you learn about new information for your job?

13. What publications or blogs do you read?

14. What associations and social networks do you participate in?

Personal Background

15. Describe your personal demographics (if appropriate, ask their age, whether they're married, if they have children).

16. Describe your educational background. What level of education did you complete, which schools did you attend, and what did you study?

17. Describe your career path. How did you end up where you are today?

Shopping Preferences

19. Do you use the internet to research vendors or products? If yes, how do you search for information?

20. Describe a recent purchase. Why did you consider a purchase, what was the evaluation process, and how did you decide to purchase that product or service?



TIP: The secret of the success is to understand the value of the question: Why?

2#

Gather

all

the

information

Now you raise what you need to know. The problem is where can you obtain this kind of information.

Here you have some ideas:

1. Customers and prospects: you need to know what users are you going to interview. You should choose those who has made a purchase recently, others customers with a complex purchase process and even those who didn't complete the purchase process.



TIP: The interviews should not last any more than 30 minutes with a fluid conversation.

2. Externally: You can consult other external sources due to you can validate your datas or even discover more information.

You should add extra snippets of information relating to your particular customer base; not only will this help you target your efforts more specifically, but it will also help to breathe extra life into your personas. You can use LinkedIn groups, A/B testing, blogs, webinars, popular hashtags etc.

3#

Analyze

the

information

You have already gathered all your information that you need, it's time to analyze, collect and cluster it. These data are the base to build the questions.



TIP: Add information which involve you as a buyer persona. For example with complaints about products or services.

4#

Build

your

Buyer

Persona

The process is almost finished. With all your customer data collected, it's time to actually create the persona. Assembling the information in a concise, yet appealing format will allow your team to easily extract key insights when questions about a specific buyer arises. So remember to develop your persona to fit the many learning styles of your team members.

We recommend that you use a downloadable template. Each buyer persona template can be changed slightly to meet your needs, but as a guide, this information will assist you with your efforts..



TIP: Use a tangible format and that it easy to share with the rest of departments of the company.

5#

Share

your

Buyer

Persona

The good communication between equipments, is indispensable during the process and after the ending of this one.

Share the information and make it easier to read.

Buyer
Persona
Tools

You know what is a Buyer Persona, we are going to share several tools that are going to facilitate to you the creation of your Buyer Persona.

These tools will allow you to have all the information collected online.

Persona Creator Xtensio 

MakeMyPersona

PersonApp

UserForge