Buyer Personas Demystified

The key to every effective marketing plan? Know thy customer. But how do you do this in the era of savvy customers who know what data privacy is all about?

“Build buyer personas,” they say.

What is a buyer persona?

According to HubSpot, a buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers and we couldn’t agree more.

If you’re just starting out with creating buyer personas or are looking to enhance your existing personas, here’s a checklist that you can use:

1. Find the companies or industries that would actually need and use your product or services. Understand their:
   - Needs
   - Pain points
   - Buying motivation
   - Buying concerns
   - Demographics
   - Psychographics

2. Once you have this information, figure out how your business can fill the gaps in their processes with what you have to offer and how you can add value to their business.

3. To save valuable resources it is important to know who not to target. Look into metrics like:
   - High customer acquisition cost
   - A probable industry enthusiast and not a customer your current services not aligning with their goals
   - Budget constraints

4. Incorporate negative personas.

   - Don’t just fixate on demographics (age, income, gender) but focus on psychographics and discover more on motivations and problems that drive buyers to make purchase decisions.
   - Nike did something similar when they created 3 personas - dedicated sneakerheads, weekend runners, and style shoppers after analyzing customer data on the NikePlus app.

5. Go beyond generic demographics.

   - Don’t lose sight of who you want to provide your solutions to and don’t base personas on how you want the customer to be. Leverage your analytics tools to gain insight into the priorities and interests of your real buyers.

6. Look out for real buyers, not ideal buyers.

   - Discover the right fit

7. Too many or too few personas

   - Ensure your list is balanced with a mix of different industries and customer profiles and not just one or two personas.

8. Humanize buyer persona

   - Make sure your personas reflect the specific pain points, interests, and behaviors of your ideal customer.

9. Take the sample size in mind.

   - Be aware of the sample size in mind when you are creating personas or verifying existing ones.

10. Create or revamp your personas right with this checklist, add human interactions and automation technologies to the mix and you’ll be on your way to delivering memorable customer experiences.

Are you ready to unlock your buyer persona potential to the next level?

Talk to us!

Just drop us a line at info@grazitti.com, and we’ll take it from there.