**BUYER PERSONA KIT**

# 4 Steps To Creating An Effective Buyer Persona

## Complete Kit With Usable Template

## DEFINE YOUR CUSTOMERS

**TARGET YOUR TOP 6-10 CUSTOMERS FOR EACH BUYER PERSONA. THINK ABOUT YOUR IDEAL CUSTOMER - THE ONES YOU LIKE TO WORK WITH AND THE ONES THAT BRING IN THE MOST REVENUE. COMBINE NEW CUSTOMERS AND CUSTOMERS YOU HAVE A STANDING RELATIONSHIP WITH. THESE ARE THE CUSTOMERS YOU WANT TO REACH OUT TO.**

**QUESTIONS TO ASK YOURSELF:**

- Who is my target market now?
- Does my company have different target markets? If so, how many?
- Who are the customers we've acquired within the past 6 months?
- What customers do we have a standing relationship with? Our repeat customers?
- What are some similarities these customers share?

**ONCE YOU HAVE A GOOD UNDERSTANDING OF THE ABOVE, YOU CAN MOVE ONTO STEP 2.**

*Questions Source: www.hubspot.com*

**Pinpointe**

Target. Deliver. Measure.

## CUSTOMER QUESTIONS

QUESTIONS TO ASK YOUR TOP 6-10 CUSTOMERS. AN AVERAGE INTERVIEW SHOULD TAKE ABOUT 30 MINUTES. IF YOU CANNOT NAIL DOWN 6-10 CUSTOMERS, YOU CAN ALSO LOOK FOR SIMILAR TITLES YOUR TARGETING ON LINKEDIN AND ONLINE FORUMS. YOU MAY WANT TO PROVIDE INCENTIVES IN EXCHANGE FOR SOMEONE'S TIME - STARBUCKS GIFT CARDS ARE ALWAYS A GOOD OPTION.

**ROLE:**
- What is your job role? Your title?
- What does a typical day look like?
- What skills are required to do your job?
- What knowledge and tools do you use in your job?
- Who do you report to? Who reports to you? How are you evaluated?

**COMPANY:**
- In which industry or industries does your company work?
- What is the size of your company (revenue, employees)?
- Which of our competitors did you consider before choosing our company?
- Why did you choose our company?
- What content would you like us to create or see more of?
- What kind of offers interest you?

**GOALS:**
- What are you responsible for?
- What does it mean to be successful in your role?

**CHALLENGES:**
- What are your biggest challenges?

**WATERING HOLES:**
- How do you learn about new information for your job?
- What publications or blogs do you read?
- What associations and social networks do you belong to?
- What information resources do you trust?

**PERSONAL BACKGROUND:**
- Describe your personal demographics (if appropriate, ask their age, whether they're married, if they have children).
- Describe your educational background. What level of education did you complete, which schools did you attend, and what did you study?
- Describe your career path. How did you end up where you are today?

*Questions Source: www.hubspot.com*

**PURCHASING PREFERENCES:**

- How do you prefer to interact with vendors (email, phone, in person)?
- Do you use the Internet to research vendors or products? If yes, how do you search for information?
- 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?

# INTERVIEW TIPS

- Find the best interviewers you can find and make sure they are enthusiastic. Nothing is worse than being interviewed by someone who is dull and cannot keep you engage. You can use motivated, curious people from within your company or hire a professional interviewer.
- Listen to your customers - let them do the talking. Don't try to steer them into a specific direction.
- Never correct your customer, no matter how abnormal or odd their answer seems.
- Record the interview so you can put all of your focus on the customer. You can then replay the recorded interview and take notes.
- Keep your customer talking by flowing into each question - your questions do not have to be answered in order.
- After about half or so interviews, you'll will start to gain a sense of various buyer personas and what roles they play. Like who triggers the initial search for an email solution, who evaluates the options, who is reading your content, who else is involved in the buying process, etc.
- Don't stop doing customer interviews - circumstances are always changing.

## Buyer Persona Outline

**Put this Information Together Prior to Preparing Your Final Buyer Persona(s). Pull All Of Your Data From The Answers You Received From Your Customer Interviews. Really Think About The Information Below And Base Your Answers On The Commonalities You Find From ALL Of Your Customer Interviews Combined.**

**BACKGROUND:**
- Detail the personas job role and responsibilities
- Include pertinent information about the persona's company
- Education, experience, hobbies, etc.
- Married? Children?

**DEMOGRAPHICS:**
- Gender (skews male/female?)
- Age Range
- Joint household income
- Geographic (Is your persona urban, suburban, or rural?

**IDENTIFIERS:**
- Key personality traits (extroverted? Reserved?)
- Mannerisms
- Job identifiers (Works 60 hours/week, prefers email over direct mail, etc.)

**GOALS:**
- Primary Goal
- Secondary Goal

**CHALLENGES:**
- Biggest challenge to persona's success
- Needs in order to achieve success

**VALUE PROPOSITION:**
- How your company solves your persona's challenges
- How your company is positioned to achieve persona's goals

**QUOTES:**
- Include actual quotes from buyer persona interviews. These help to further represent your persona accurately as well as help your team understand them better.

**COMMON OBJECTIVES:**
- What are the most common objections to your product/service from this persona?

*Questions Source: www.hubspot.com*

**MARKETING MESSAGE:**

- How will you convey the value and position your solution to this specific persona?

**ELEVATOR PITCH:**

- This should be a simple description of your solution that everyone in your company understands.

**IMAGE:**

- The image should be a picture of someone that represents your persona. You can pull an image from online somewhere and use it.

*Questions Source: www.hubspot.com*

## FINALIZING YOUR BUYER PERSONA(S)

THIS IS THE FINAL STEP IN CREATING A PERSONA PROFILE. YOUR COMPLETED PERSONA WILL PROVIDE YOU WITH A COMPOSITE VISUAL OF THE PERSON YOU NEED TO REACH. IT SHOULD COMBINE ALL OF YOUR HARD WORK TO REVEAL HOW YOUR BUYER ENGAGES WITH YOUR CONTENT AND PROVIDE ALL OF THE BACKGROUND INFORMATION YOU NEED ON HOW A BUYING DECISION IS MADE.

### BUYER PERSONA NAME

IMAGE

Job Title

Industry

Education

Reports To

Age    Average Income

Solutions or campaign

"Use an actual quote or statement from a customer and place it here to remind you of it."

**Profile Overview** — Describe the typical buyer. Include personal information, background, mannerisms, hours worked a week, hobbies, where they live, goals, etc.

**Trusted Content Resources** — List the different resources the buyer goes to get info

**Challenges**
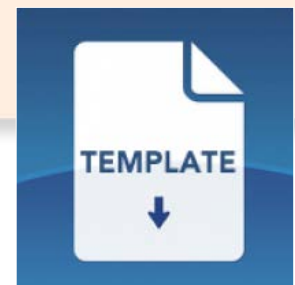- List current responsibilities
- X
- X
- X

**Purchasing Motives/Triggers**
- List why the persona purchases
- List what triggers a purchase
- X
- X

**Common Objectives**
- List common objectives
- X
- X
- X

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TEMPLATE

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## ABOUT PINPOINTE

Pinpointe is a leading provider of on-demand email marketing automation software based in the heart of Silicon Valley, California. As former High Tech B2B marketers, we've been in your shoes. Our team has a passion for helping B2B marketing professionals communicate with existing customers, and target new prospects through behavioral targeting, improved segmentation and message personalization. Pinpointe offers top-notch resources like informative webinars and a marketing tips blog that help you to get the most out of your email marketing efforts and become a successful marketer.

## CONTACTING PINPOINTE

Sales and support are available from 8 AM to 8 PM PST, M-F.

**Phone:** (800) 920-7227 or (408) 834-7577, Option #2

**General Information:** info@pinpointe.com

**Sales:** sales@pinpointe.com

**Twitter (Daily Tips):** @Pinpointe

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