CHECKLIST FOR CREATING BUYER PERSONA

www.codeharbor.dev

Why do you need a Buyer Persona

To advertise and sell your product in the most effective way, it is crucial to know your client. The Buyer Persona (BP) is a useful tool for analyzing your client’s traits and behaviour by constructing a fictional character of your perfect customer.

You can modulate this persona's perception of your product, and predict the reaction to your advertisement to build up and correct your strategies. Read about that in more detail in our article.

The BP should answer such questions:

- What is your customers’ average age?
- What is their occupation?
- What is their average income?
- What is their daily routine?
- What are their goals?
- How can your product help to achieve these goals?

Where to find information about potential customers

In modern digitalized world, gathering information can clearly be divided into two global components – offline and online. The Internet has replaced obsolete libraries and newspapers, while at the same time opening up completely new sources of information – global search engines and social networks. But live approaches still relevant.

Here is the rough list of sources, where you can find information about your potential buyers:

Online

- **Official state reports**
  Sociological & demographic statistics
- **Industry private reports**
  Regular reports of analytic agencies
- **Competitors' media**
  Official sites, pages, press releases
- **Social networks**
  Themed groups, interaction analysis
- **Review & complaint sites**
  Analysis of publications and authors
- **Themed forums**
  Audience and preferences analysis

Offline

- **Observations**
- **Live interviews**
- **Public surveys**
- **Specialized printed media**

How to use Buyer Persona

Marketing

At the base level, an image from the buyer persona will be used for creating well-tuned targeted marketing campaigns with personalized content. Knowing who is your customer, how and where he/she consumes the information, and what likes or not, you can find out:

- Which platforms to prioritize for advertisement
- How to segment marketing campaigns by the groups of the target audience.
- Which type of content your customers prefer the most
- How to adjust your content to the SEO strategies
- When to start your campaigns, what day and what period of the day to publish content to maximize engagement.



How to use Buyer Persona

Sales

Knowing the interests, habits and pains of your client, your sale team can find an approach to a person way easier.

Based on BP, your team can create more convincing emails, phone call scrtipts, and messaging sequences for interactions with potential buyers.



Customer Service

Customer support managers can learn how to interact with the real client by using buyer persona.

Your team can get a ready to use answers to customers' issues and questions to better meet their needs and turn the one-time customer into the loyal one.



Main Information

- [ ] Name
- [ ] Age
- [ ] Gender
- [ ] Location

Background

- [ ] Is your persona married?
- [ ] Does your persona has kids?
- [ ] What education the persona has?
- [ ] Where does your persona work?
- [ ] What career path persona has?
- [ ] What is his/her household income?

Identifiers

- [ ] What are the persona’s interest?
- [ ] Does he/she has a hobby?
- [ ] What is the persona's communication style?
- [ ] How open is a persona to something new?
- [ ] What are the social media preferences?

Goals

- [ ] What are the persona’s primary goals?
- [ ] What are secondary goals?
- [ ] Personal / Professional goals?

Challenges

- [ ] What obstacles prevent achieving goals?

Quotes / Objections

- [ ] Persona’s quotes regarding challenges.
- [ ] What objections against your product the persona can have?

What can you offer

- [ ] How your product can help to achieve goals?
- [ ] What can you do to help persona to overcome his/her challenges?

Marketing Message

- [ ] How can you briefly describe the solution, that your product offers, to have the greatest impact on your persona?

The Elevator Pitch

- [ ] In couple of sentences decribe the offer, value and advantages your product can provide to persona.

For better understanding, how the final result should look like we created an example of Buyer Persona.Take a look at it below. As a product for our example, let’s take some fancy indoor cycle bike.

Example of Buyer Persona

General Info



Name: Jake Doe

Age: 29 y.o.

Gender: Male

Location: Urban

Background

Family: Married (3 yrs; 1 kid (boy, 2 y.o)

Education: Bachelor's Degree in Marketing

Occupation: Head of Marketing in middle-sized firm (~30 empl)

Career path: 5 years; started as content marketing specialist

Income: $112,000 per year

Identifiers

Interests: Cars enthusiast; loves hiking

Hobbies: Sports (plays baseball); Online games

Temper: Ambitious, friendly, loves to learn, hard-working

Social networks: Facebook and Twitter for news, WhatsApp for messaging.

Goals

- Spend more time on sports
- Save time for family activities

Challenges

- Stiffness in the limbs and sleepiness due to lack of regular exercise.
- Busy schedule, lack of time during the workweek

Quotes

- “I noticed, that I started to get weight and feel a bit rigid in the morning”
- “I have free time only on weekends, but even then I spend 3 hours going to gym or the stadium and don't have enough time for family ”

Objections

- “It’s a bit expensive for for a simple cycle bike”
- “I have to think where to put it in the house”

What can you offer

- Complete regular exercise at home
- Don’t waste time going to the gym

Marketing Message

- Quality exercising right in your room without commodity

The Elevator Pitch

- The latest model of our indoor cycle bike with in-built AI trainer can provide you quality regular exercise right in your living room. It will keep you fit without long drives to the gym and will save time for your family pastime.