

— THE ULTIMATE GUIDE TO

CREATING BUYER PERSONAS

Buyer personas. You've heard the term and probably created a few here or there. If you haven't or are simply looking to give yours a refresh, continue reading for questions, a checklist, and a template to build yours.





WHAT IS A BUYER PERSONA?

A buyer persona is more than a profile — it's a comprehensive tool that encapsulates the essence of your ideal customer. This semi-fictional character is crafted from real data and insightful market research, embodying your target audience's traits, needs, and behaviors.

WHY DO THEY MATTER?

Creating a buyer persona is a crucial step in honing your marketing strategy. It allows for more focused and impactful marketing, guides product development, and enhances customer retention by deeply understanding your customer's journey.

HOW DO YOU CREATE THEM?

Creating effective customer personas involves a multi-step approach encompassing research, direct engagement, and continuous refinement. Here's a quick checklist of what to complete:

Research

Begin by mining existing data from your customer base. Look for trends, preferences, and patterns.

Interviews and Surveys

Delve deeper by talking directly to customers and conducting surveys. This firsthand information is gold.

Internal Insights

Consult your internal teams. Their day-to-day interactions with customers and market insights are invaluable.

Market Analysis

Step back to view the bigger picture. Understand your place in the market and how your customers fit into it.

Validate

Talk to more than one customer. When you finish your first drafts, ask them and your marketing and sales teams to confirm the information.

Update

Your business will grow, and your personas will evolve. Regularly adjust your personas to reflect these changes.

WHAT QUESTIONS SHOULD YOU ASK YOUR CUSTOMERS AND STAKEHOLDERS?

You likely noticed that part of our buyer persona checklist includes interviewing your customers and internal teams. Take a look at some helpful questions:

CUSTOMERS:

- Can you tell me a bit about yourself?
- What is your job role? What does a typical day look like for you?
- What are the biggest challenges you face in your role?
- How do you define success in your job?
- What tools or services do you use regularly?
- How do you discover new products or services for your work?
- What factors do you consider when choosing a product or service?
- Can you describe a recent purchase related to your work?
- What was your process for selecting that product or service?
- What do you value most in the products or services you use?
- How do you prefer interacting with vendors (e.g., email, phone, in-person)?
- What kind of content do you find most useful or engaging?
- Can you recall a particularly positive or negative purchase experience?
- Why was it memorable?
- What are your goals for the next year?
- What are your long-term professional aspirations?
- How do you stay informed about industry trends and best practices?
- What are the most significant trends affecting your industry or role?
- How do you see your job role evolving in the next few years?

- Is there anything you wish vendors understood better about your needs or challenges?
- What would you say are the top priorities for someone in your role?
- How do you typically start your day?
- What are your hobbies or interests outside of work?
- How do you prefer to spend your free time?
- What are your favorite brands or products in your personal life, and why?
- How do you generally make purchasing decisions for personal items?
- How does your work-life balance impact your daily routine?
- What role does technology play in your personal life?
- How do you stay informed about news and current events?
- What social media platforms do you use regularly, and for what purpose?
- How do family or friends influence your consumer choices?
- What are your primary health and wellness priorities?
- How do you approach budgeting and financial planning?
- What types of advertisements or promotions catch your attention?
- How important is a brand's reputation or ethics in your personal purchasing decisions?
- Do you participate in any community or volunteer activities?
- How do you prioritize your time and manage tasks in your personal life?
- What are your personal goals or aspirations for the next few years?
- How do you prefer to shop for personal items (online, in-store, etc.)?
- Are there any apps or tools you use for personal organization or entertainment?
- How do environmental or sustainability concerns influence your consumer behavior?
- What type of content (books, podcasts, shows, etc.) do you consume in your leisure time?
- Have you made any significant lifestyle changes recently, and what motivated them?
- How do you manage stress or unwind after a busy day?
- What are your favorite types of vacation or leisure activities?
- How do you stay connected with friends and family?

STAKEHOLDERS:

- What is our ideal customer profile?
- Which customer segments have been most profitable for us?
- What feedback have we received about our products/services from customers?
- What problems do our products/services solve for our customers?
- How do we currently differentiate ourselves from competitors?
- What trends have we observed in our customer base?
- Who are our top competitors, and how do our customers perceive them?
- How do sales and marketing currently engage with prospects and customers?
- What are the common objections or concerns raised by potential customers?
- What are the characteristics of our most loyal customers?
- How do we measure customer satisfaction, and what have we learned?
- What is the typical customer journey or buying process?
- How do we gather customer feedback, and what insights have we gained?
- What changes in the market or industry could impact our customers?
- What internal resources do we use to understand our customers (e.g., CRM data, market research)?
- How is success defined in our interactions with customers?
- What are the key messages we try to communicate to our customers?
- Are there any gaps in our understanding of our customers' needs?
- How do customer needs vary across different regions or demographics?
- What future initiatives are planned to improve customer engagement or satisfaction?

PUTTING IT ALL TOGETHER IN YOUR BUYER PERSONA TEMPLATE



Name: [Full Name]

Title: [Job Title]

Quote: “[Insert quote or personal statement]”

About: [Insert bio]

Risk Profile: [Insert Risk Profile]

Buying Power: [Insert Buying Power Level]

Experience: [Insert Experience Level]

Schedule Availability: [Insert Availability]

Attributes:

- Intelligent
- Creative
- Productive
- Hard Working

Influence:

- []% Social Media
- []% Publications
- []% Personal Network

Goals

- [Goal 1]
- [Goal 2]
- [Goal 3]
- [Add Additional]

Frustrations

- [Frustration 1]
- [Frustration 2]
- [Frustration 3]
- [Add Additional]

Key Messaging

- [Key Message 1]
- [Key Message 2]
- [Key Message 3]
- [Add Additional]

How Can [Your Company] Help

- [Help Point 1]
- [Help Point 2]
- [Help Point 3]
- [Add Additional]

Buyer's Journey

- [Journey Stage 1]
- [Journey Stage 2]
- [Journey Stage 3]
- [Additional stages...]

CREATE YOUR BUYER PERSONA TODAY

Ready to market to your personas like never before? Start with this guide!

For any additional help creating or implementing strategies for your target audience, reach out to the Lynton team.

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