

HOW TO CREATE BUYER PERSONAS FOR YOUR BUSINESS



WHAT ARE BUYER PERSONAS?

Buyer personas are fictional, generalized representations of your ideal customers.

They help you understand your customers (and prospective customers) better, and make it easier to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.).

Depending on your business, you could have as few as one or two personas, or as many as 10 or 20. (Note: If you're new to personas, start small! You can always develop more personas later if needed.)

Using personas made websites **2-5 times more effective** and easier to use by targeted users.

-Hubspot

THE PURPOSE OF BUYER PERSONAS

Creating buyer personas allows you to understand who your buyer is.

This valuable information allows you to:

- **Properly brand or re-brand your business**
- **Design or re-design your website to fit your audience**
- **Ensure you are creating and delivering the most relevant content to your audience**
- **Ensure all marketing communication is designed and written to speak to your desired buyers**

Buyer personas help you design the best experience possible for your customers and prospects, at all touchpoints.

WHAT ARE NEGATIVE PERSONAS?

Whereas a buyer persona is a representation of an ideal customer, **a negative persona is a representation of who you do not want as a customer.**

This could include, for example, professionals who are too advanced for your product or service, students who are only engaging with your content for research/knowledge, or potential customers who are just too expensive to acquire (because of a low average sale price, their propensity to churn, or their unlikeliness to purchase again from your company.)

HOW CAN YOU USE PERSONAS?

At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience.

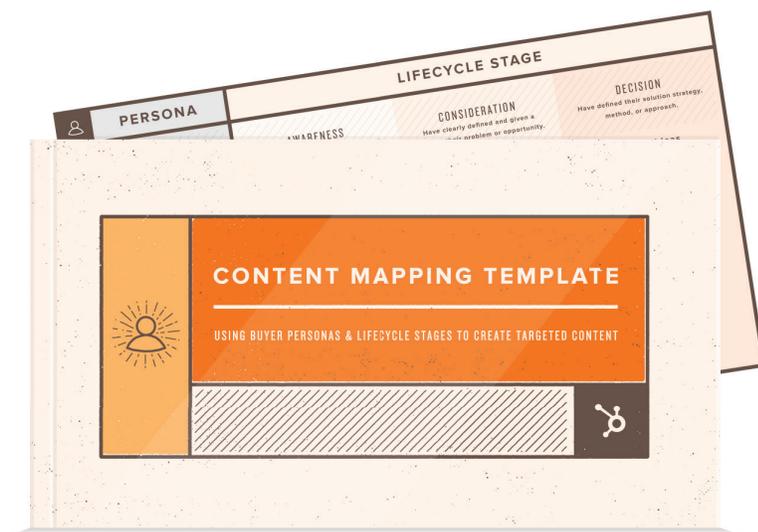
For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.

If you take the time to create negative personas, you'll have the added advantage of being able to segment out the "bad apples" from the rest of your contacts, which can help you achieve a lower cost-per-lead and cost-per-customer (and see higher sales productivity).

HOW CAN YOU USE PERSONAS?

When combined with life cycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content.

To learn more about the “content mapping” process, [CLICK HERE](#).



HOW DO YOU CREATE BUYER PERSONAS?

Buyer personas are created through research, surveys, and interviews of your target audience.

That includes a mix of customers, prospects, and those outside of your contact database who might align with your target audience.

82%

of companies that exceeded their revenue goals conducted qualitative persona research.

(in a recent study by Cintell)

HOW DO YOU CREATE BUYER PERSONAS?

Here are some practical methods for gathering the information you need to develop personas:

- **Interview customers either in person or over the phone to discover what they like about your product or service.**
- **Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.**
- **When creating forms to use on your website, use form fields that capture important persona information.**

(For example, if all of your personas vary based on company size, ask each lead for information about company size on your forms. You could also gather information on what forms of social media your leads use by asking a question about social media accounts.)

- **Take into consideration your sales team's feedback on the leads they are interacting with most.**

(What types of sales cycles does your sales team work with? What generalizations can they make about the different types of customers you serve best?)

SAMPLE INTERVIEW QUESTIONS

Customer interviews can be used to discover buyer persona insights.

ROLE

- What is your job role and title?
- What type of skills do you use most often?
(marketing, financial, operations, etc.)
- What type of tools do you use at work?
(software, devices, etc.)
- Who do you report to?
- Who reports to you?

COMPANY or ORGANIZATION

- What industry is your company in?
- What is the size of your organization?
(revenue/employees or both)
- What is your primary service or product?

SAMPLE INTERVIEW QUESTIONS

GOALS	<ul style="list-style-type: none">• What are you responsible for? <i>(ex: generating x number of leads per month)</i>• What does it mean to be successful in your role?
CHALLENGES	<ul style="list-style-type: none">• What are your top three biggest challenges?
WATERING HOLES	<ul style="list-style-type: none">• Where do you get new information for your job?• What publications, blogs, etc. do you read?• What industry associations and social networks do you belong to?• How do you prefer to get information? <i>(email, social media, events, blogs, etc.)</i>
PERSONAL BACKGROUND	<ul style="list-style-type: none">• Age?• Family? <i>(married, children, etc.)</i>• Education?

BUYER PERSONA EXAMPLE: **SAMPLE SALLY**



ROLE	<ul style="list-style-type: none">• Head of Human Resources• Worked at the same company for 10 years• Worked her way up from HR Associate• Skews female• Keep employees happy and turnover low• Support legal and finance teams• Probably has an assistant screening calls• Asks to receive collateral mailed/printed
CHALLENGES	<ul style="list-style-type: none">• Getting everything done with a small staff• Rolling out changes to the entire company• Retaining data when transitioning to a new system• Training the staff on how to use a new system
GOALS	<ul style="list-style-type: none">• Make it easy to manage all employee data in one place• Integrate with legal and finance teams' systems

BUYER PERSONA EXAMPLE: **SAMPLE SALLY**



QUOTES

- “It’s been difficult getting company-wide adoption of new technologies in the past.”
- “I don’t have time to train new employees on a million different databases and platforms.”
- “I’ve had to deal with so many painful integrations with other departments’ databases and software.”

PERSONAL BACKGROUND

- Age 30-45
- Married with two children (ages 10 and 8)
- Dual HH Income: \$140,000
- Suburban
- Calm demeanor

NOW IT'S YOUR TURN!

Use the questions on pages 9 and 10 to create a buyer persona template for your own company.

You can use whatever format or tool you feel most comfortable with (Excel, Word, Powerpoint, etc.).

Remember that buyer personas will most likely change over time, so it is a good idea to revisit these each year.

ABOUT ONRAMP

A studio small in size, but big in results, Onramp is a full-service, boutique creative agency with a passion for ramping up brands and business results. We love to partner with forward thinking clients to produce designs and outcomes that amplify existing brands, ensure that new start-ups are strategically poised for the future, and passionate entrepreneurs can achieve their dreams.

We give you a distinct visual voice, telling the story of your brand in beautiful, clear, and concise works of art. Whether it's a new website, logo, marketing collateral, or a custom project, we will conceptualize and design the perfect reflection of your business and personality.

www.THINKONRAMP.com