HubSpot

Buyer Persona Guide

+ Templates

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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 for you 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, customer data, etc.). Depending on your business, you could have a few personas or a lot of specialized personas – you can always develop more later if needed.

How to Use Personas in Marketing, Sales, and Customer Service

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. When utilized correctly, buyer personas can allow you to produce highly targeted content that leads to a higher influx of new and repeat customers who are pre-qualified by data.

Research from Single Grain showed that companies who used buyer personas saw:

- Websites were 2-5x more effective.

- Personalized emails had a 14% higher click-through rate (CTR).

- Conversion rates were 10% higher.

The first step is to craft your persona by asking specific questions about your ideal customer to find out as much as you can about who they are and how they interact with your organization, in order to pinpoint how to make them a customer.

Questions such as:

What is their profession?

What does a typical day in their life look like?

Where do they go for information?

How do they prefer to obtain goods and services?

What is important to them when choosing a vendor?

What do they value most?

What are their goals?

Creating a buyer persona offers you insights into the customer that you otherwise wouldn't be privy to. Once you have your persona, share it with the marketing, sales, and customer service team to ensure that your entire organization has the same view of your ideal customer.

Buyer Personas for Marketing

Also known as "marketing personas," it comes as no surprise that the focus of buyer personas is often your marketing team due in large part to the wide range of insights you can achieve when correctly using a persona for marketing.

Uses for buyer personas for your marketing team include:

- Building effective content marketing strategies by focusing keyword research efforts.

- Identify and prioritize the most relevant promotional activities.

- Segment your email list by sending targeted offers to buyers based on their preferences.

- Time your marketing campaigns for peak engagement rates.

- Publishing content and advertisements on the channels (email, social media) most frequented by your buyer persona.

- Align messaging to promote brand unity and increase brand awareness.

- Personalize your marketing automation efforts.

- Refining your copywriting to reflect improved SEO strategies.

Source: **SmartBug Media**

The following buyer persona is an example from **SmartBug Media** of a buyer persona who is an advocate for social change, used by a mobile app company. By incorporating both tangible facts and emotional aspects of "Andy" the marketing team is able to gain a more complete view of who Andy is and how he will act as a consumer.

Buyer Personas for Sales

Knowing your buyer is never more important than when you are selling to them. From the start of every potential customer interaction to the end of each successful one, the way in which you sell to a buyer is dependent on what you know about them from their buyer persona.

To operate from a person-driven sales strategy, use your buyer personas to:

- Craft emails, phone calls, and face-to-face interactions with potential buyers based on their persona.

- Help build rapport with potential customers

- Understand your prospective buyer on a deeper level that allows you to be better prepared to address their concerns.

- Guide the messaging sales representatives use with customers.

- Educate your sales team on each different persona to prepare them to work with any type of buyer.

- Teach sales representatives to better recognize the unique pain points of each persona so they can address them effectively.

- Increase win rates for your sales team.

BRANDI TYLER — MUNRO AMERICAN

PROFILE	Narrow Feet
GENDER	Female
AGE	36
LOCATION	Los Angeles, CA
OCCUPATION	Receptionist; $38k

MOTIVATIONS
Brandi gets very emotional about shopping for shoes in retail stores because she rarely can find a pair that fits her narrow feet. Recently, she's turned to online shopping to avoid the hassle of shopping in stores. Brandi found Munro after Googling "narrow width shoes" and reading other reviews online about the company.

GOALS
- Needs an SS (4A) width shoe
- Would like to purchase several pairs to fit occasion, style, and color
- Hoping to find that she doesn't have to sacrifice style or options when searching by fit

FRUSTRATIONS
- Not being able to filter available shoes by width
- Getting far fewer options when she applies width filter
- No other recommended shoes when she's looking at a pair she particularly likes

"It's SO difficult to buy shoes that fit my feet."

REAL MUNRO CUSTOMERS
"My whole life has been a choice between fit and style - when I was younger, I went for style & my feet killed me. As an adult, I tried for fit & the styles were for 95 year olds. This shoe is the 1st time I could get both."

"I wear a 4A and I have struggled my entire life finding shoes narrow enough for my feet and more so in recent years. I stumbled onto this Munro brand sandal and was shocked to find it comes in up to a 4A width and it actually fit and is like wearing a glove! I now have two pairs in different colors."

"Love these slides so much I went out and bought two more pairs. I have very narrow feet and they fit perfectly. They're very stylish and I get compliments whenever I wear them."

Source: Munro

Check out this buyer persona used by Munro. This buyer persona goes the extra mile by including a fictionalized quote from the persona herself as well as actual quotes from past Munro customers. The more details you include in your personas, the better you are setting your teams up for success in the long run.
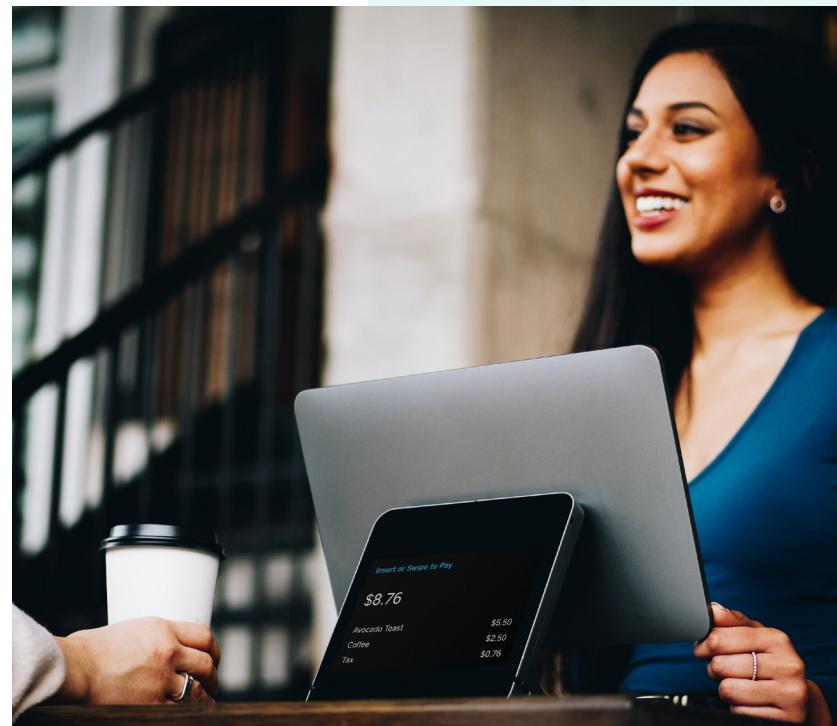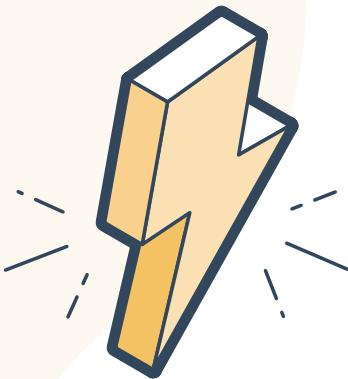
Buyer Personas for Customer Service

Just because you've closed a sale doesn't mean you have finished your relationship with your buyer. Oftentimes, what transitions a one-time buyer into a repeat customer is their interactions with your organization after they have made a purchase. To set your customer service team up for success, involve them in the buyer persona development process so they can tailor their customer service model to each persona.

To use this persona-driven strategy to improve your customer service experience:
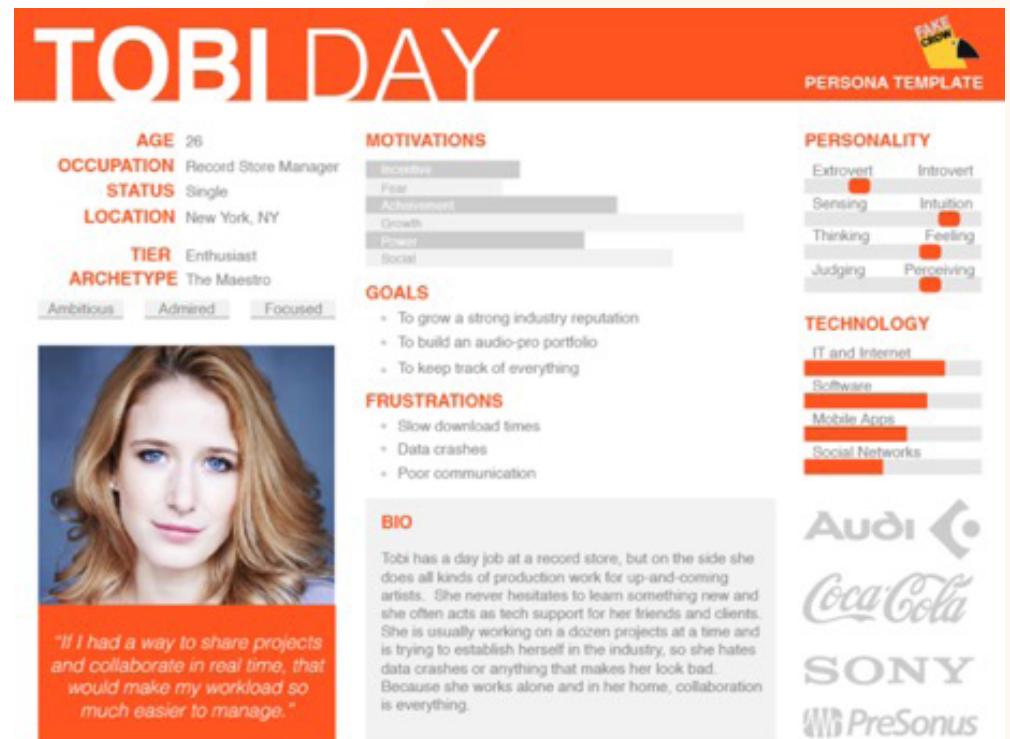
- Involve your customer service representatives in the buyer persona creation process to gain their invaluable insights.

- Gain a deeper understanding of the day to day life of each persona.

- Reflect on how marketers and sales teams use each persona to create a holistic approach to each new customer.

- Train on the specific problems your customers are trying to solve to be better prepared to solve them.

- Use empathy and compassion to best support your customers based on their persona.

NEGATIVE PERSONAS

Negative personas are people who you don't want to use your product or service. They may be too advanced or too junior to be a good fit for your current goals or future growth strategy. In the example on the right, a negative persona may be someone who is an introvert who is not tech-savvy, since they wouldn't benefit from their product or service, and thus have a bad experience.

Source: Fake Crow

Check out the above persona example from Fake Crow of a store manager. By incorporating scales and bar graphics, they visually show this buyer's needs and personality in comparison to other potential buyers. This is a great way to add in negative personas for your team to use.

How to Make Buyer Personas
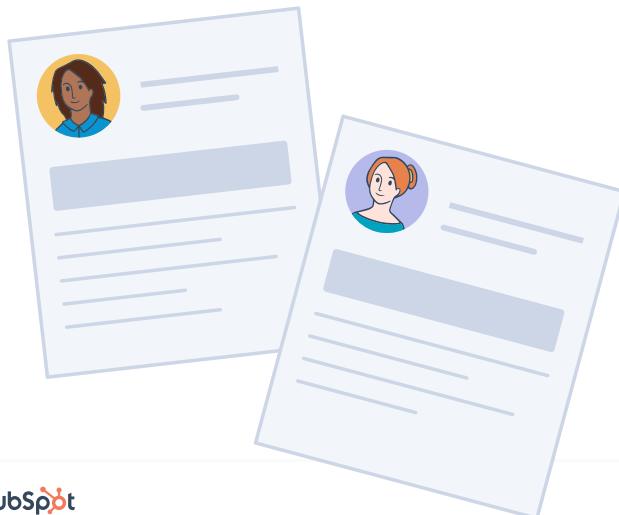
Now that you know the why behind creating buyer personas, it's time for the how. In reality, a buyer persona is the person you think about when you create content, respond to a support ticket, or try to speak a new prospect's language. In practice, you can create customized slide decks outlining the motivations and challenges of your ideal buyer personas then easily share with all teams in your company.

GOOGLE SLIDES TEMPLATES

Instructions

To customize the templates in Google Slides, click the link to open the Slides file. Then, click **File > Make a Copy** to create your own, editable version of the slides, and replace the prompts with your own buyer persona information.

Download Google Slides Templates

POWERPOINT TEMPLATES

Instructions

To customize the PowerPoint slides, click **File > Save As** and rename the file to save a new version of the slides. Edit to your company's needs and delete any templates you don't need to create a deck of your customized buyer personas.

Download PowerPoint Templates

Once you've created your own version of the templates on either Google Slides or PowerPoint, it's time to start customizing to your company and needs.

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General Buyer Persona 1

Download Powerpoint Template

Download Google Slide Template

General Buyer Persona

Sarah Link

Real Quotes
About goals, challenges, etc.

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals / Challenges
What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Identifiers
Communication preferences? Social media platforms?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

What can we do?
...to help our persona achieve their goals? ...to help our persona overcome their challenges?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Background / Demographics

Job? Career Path? Family? Lifestyle? Age? Income?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Marketing Message
How can you describe your solution to have the biggest impact on your persona?

- Your text here
- Your text here
- Your text here

- Your text here
- Your text here
- Your text here

- Your text here
- Your text here
- Your text here

General Buyer Persona 2

Download Powerpoint Template

Download Google Slide Template

General Buyer Persona

Gabriel Mesa

Demographics
Age? Income? Location? Gender Identity?

- Your text here
- Your text here
- Your text here
- Your text here

Challenges
What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here

Identifiers
Communication preferences? Social media platforms?

- Your text here
- Your text here
- Your text here
- Your text here

What can we do?
...to help our persona achieve their goals? ...to help our persona overcome their challenges?

- Your text here
- Your text here
- Your text here

Background
Job? Career Path? Family? Lifestyle?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals
Primary/secondary goals? Personal vs professional goals? Role-related vs company goals?

- Your text here
- Your text here

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B2B Marketing Buyer Persona

Download Powerpoint Template **Download Google Slide Template**

B2B Marketing Buyer Persona

Abigail Williams

Background & Demographics

Job? Career path? Family? Lifestyle? Spending habits? Age? Income? Location? Gender identity?

Age

Location

Gender

Education

Profession

Location

Technology/Social Media

Device preferences? Social media platforms? Tech savvy?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals/Metrics/Motivations

Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Personality Traits

Introvert vs extrovert? Interested in trying new things or likes consistency and brands they trust?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

B2C Advertising/Media Buyer Persona

Download Powerpoint Template

Download Google Slide Template

B2B Marketing Buyer Persona

Julian Smith

Buyer persona description text here

BACKGROUND/ DEMOGRAPHICS

Job? Career Path? Family? Lifestyle?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

GOALS/ CHALLENGES

Cost savings? Value? Quality?
What problem does your product or service solve?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

TECHNOLOGY/SOCIAL MEDIA

Device preferences? Social media platforms? Communication preferences?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

MARKETING MESSAGING

How can you describe your solution to have the biggest impact on your persona? What resonates most with your persona?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

REAL QUOTES

Sell your persona on your solution - in a sentence or a few words!

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

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TEMPLATE 5

Sales Buyer Persona

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Download Google Slide Template

Sales Buyer Persona

Demographics
Age? Income? Location? Gender identity?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Communication/Schedule
Device preferences? Preferred communication style (email vs call vs Slack vs Zoom vs Loom…)? Working hours?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Joshua Stevens

Background
Job? Career path? Family? Lifestyle? Spending habits?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Goals/Metrics/Motivations
Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

Personality Traits
Introvert vs extrovert? Straight shooter or wants time to analyze and question?

- Your text here
- Your text here
- Your text here
- Your text here
- Your text here
- Your text here

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Technology/Product Buyer Persona

Download Powerpoint Template

Download Google Slide Template

Technology/Product Buyer Persona

Lea
Blask

Goals/Metrics/Motivations

Primary/secondary goals? Personal vs professional goals? Top metrics they track? Motivations?

Your text here...

Challenges

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

Your text here...

Background

— Job?
— Career path?
— Family?
— Lifestyle?
— Spending habits?

Your text here

Skills

CRM

Coding

Software Knowledge

Another skill

Demographics

— Age?
— Income?
— Location?
— Gender identity?

Your text here

What can we do?

...to help our persona achieve their goals? ...to help our persona overcome their challenges?

Your text here...

Technology/Social Media

Device preferences? Social media platforms? Tech savvy?

Your text here

Real Quotes

About goals, challenges, etc.

Your text here...

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> **HubSpot Users:** You can add your personas right in HubSpot and track personas within the tool. <u>Here's how</u>.

Conclusion

Buyer personas are a living document that should be continuously reviewed in order to allow it to grow and evolve alongside your company. Creating effective buyer personas takes time and attention. By incorporating your marketing, sales, and customer service teams in the persona development process you will gain a more complete view of each type of buyer you will meet down the road.

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Ready to Scale Your Marketing Efforts?

HubSpot has the tools you need to learn more about your target audience and existing customers, giving you actionable insights to grow better.

HubSpot Marketing Hub features include:

Blog

SEO

Ad tracking + management

Social media management

Customized reporting dashboards

Marketing analytics

Get started