

# CUSTOMER PERSONAS

A Marketer's Template for  
Creating Customer Personas



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# 1 What are Customer Personas?

# What are Customer Personas?



Customer personas are generalized representations of your 'ideal customers' designed to help you understand your customers and potential customers better.

# What do they look like?



## Who

- Background
- Demographics



## What

- Problems
- Goals
- Values



## How

- Marketing Message



## Persona 1



### Who

#### Basic

- Age
- Gender
- Location
- Family

#### Professional

- Job Title
- Industry
- Company Size
- Company Revenue



### What

#### Problems

- Primary Problem
- Secondary Problem

#### Goals

- Primary Goal
- Secondary Goal

#### Values

- Primary Expectation
- Primary Objection



### How

#### Product Benefit

- How will the person be better after using the product?

#### Marketing

- How will we explain the product to this persona?
- How will we acquire customers that fit this persona?



## 2 How to create a Persona

# How to create a persona

1



Who

- Google Analytics
- Facebook Insights
- Survey Monkey
- Birdleaf

2



What

- Customer Interviews

3



How

- Deriving from the data collected in the Interview

# How to create a persona

A customer persona can be created through research, surveys, and interviews of your target audience.



Who

- When figuring out the who part you can glean insights from Google Analytics for the Basic demographical info and use a Survey or Birdleaf to uncover the professional info.



What

- For the what section of the customer persona the best mechanism is customer interviews. This will allow you to gauge what the real pain points are for your customer and what they value during the sales process and how they like to be sold to.



How

- The how section is relatively straight forward to fill out having conducted your customer interviews as you'll have established what their problems, goals and values are so you can alter your marketing message based on this information.



# Questions to ask during interview

## Problems

1. What are your biggest challenges at the moment?
2. Why are these your biggest challenges?
3. What are you currently doing to solve these?

## Goals

1. What are you responsible for?
2. What would success look like to you?

## Values

1. Where do you go to find out about new products?
2. What are your priorities when purchasing?
3. What are your biggest objections when purchasing?

# Sample Customer Persona



HR Rea



Who

## Basic

- 25-34
- Female
- New York
- Married, No Kids

## Professional

- HR Manager
- Software
- 51-200
- \$80 Million



What

## Problems

- Long Hiring Process
- Hiring Inappropriate Candidates

## Goals

- Reduce employee churn by 15%
- Shorten Hiring Process

## Values

- Values Fast Support
- Objects to high pricing and bad interface



How

## Product Benefit

- Matching the right candidates to job roles by screening their CV online.

## Marketing

- "Automatically match the right candidates to the right job."
- Acquire this cluster of customers through direct sales.



# 3 How to use a Persona

# Customer Persona Benefits

When used effectively, customer personas can help a company numerous ways:

- Creates a targeted sales approach from having an understanding of your customers needs and values.
- Improves your lead generation capabilities as your personas have helped you identify what interests your customers and where to find them.
- Enhances your product positioning and development as you can align your product road-map to your customer needs.

If you need any help with designing and developing your customer personas feel free to reach out.

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