

# Buyer Personas Slides



# BUYER PERSONAS

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# **Buyer Persona**

**semi fictional representations  
of your ideal customer based on  
real data and an educated  
speculation about customer  
demographics, behavior patterns,  
motivations, and goals**





**Common  
characteristics?**

**Why do they  
buy from you?**



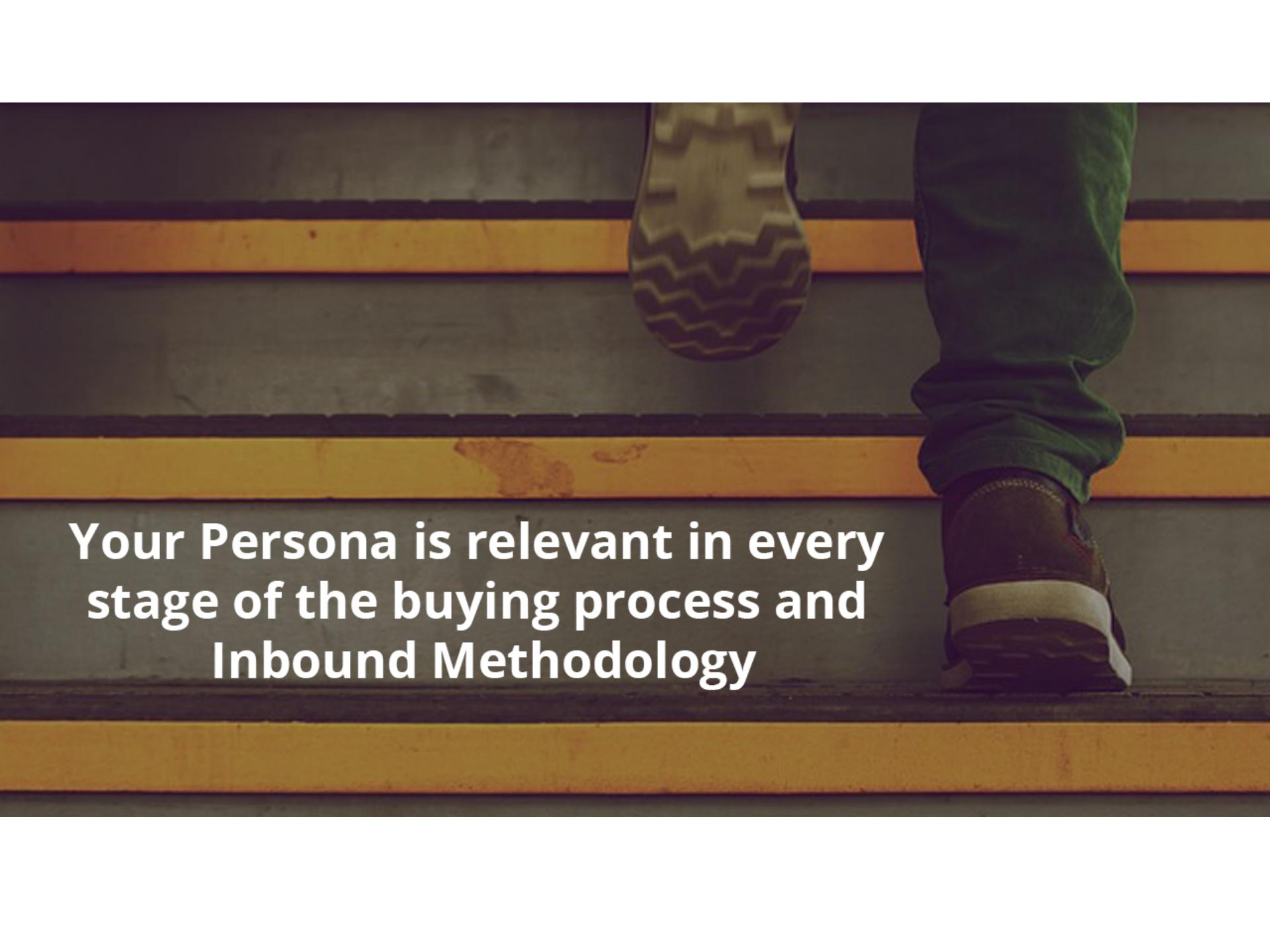
**Fictional character  
to represent a subset  
of your customers  
as a whole**



## Questions To Answer:

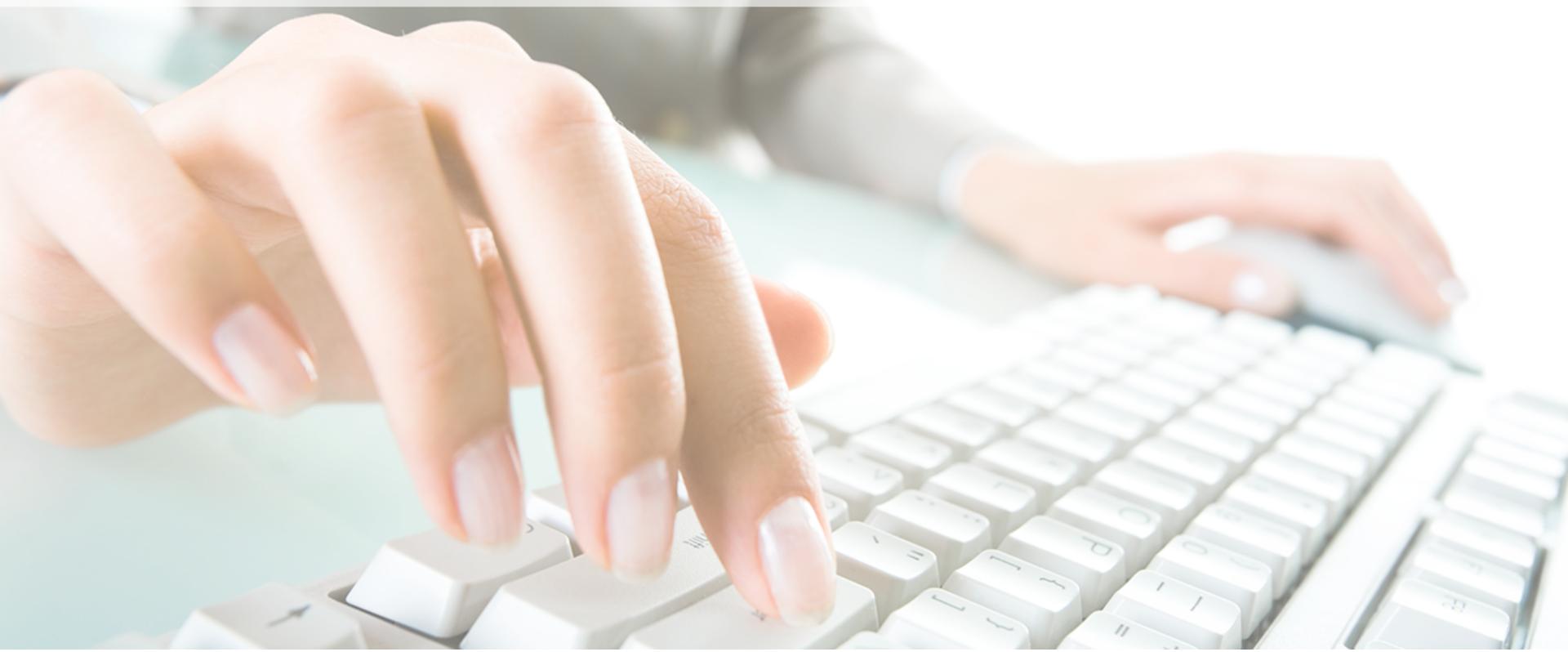
-  **What are your previous customer's common behavior patterns?**
-  **What are their shared pain points?**
-  **What are your buyer's universal goals, dreams, and wishes?**
-  **What is their general demographic or biographic information?**
-  **What are their likes and dislikes?**

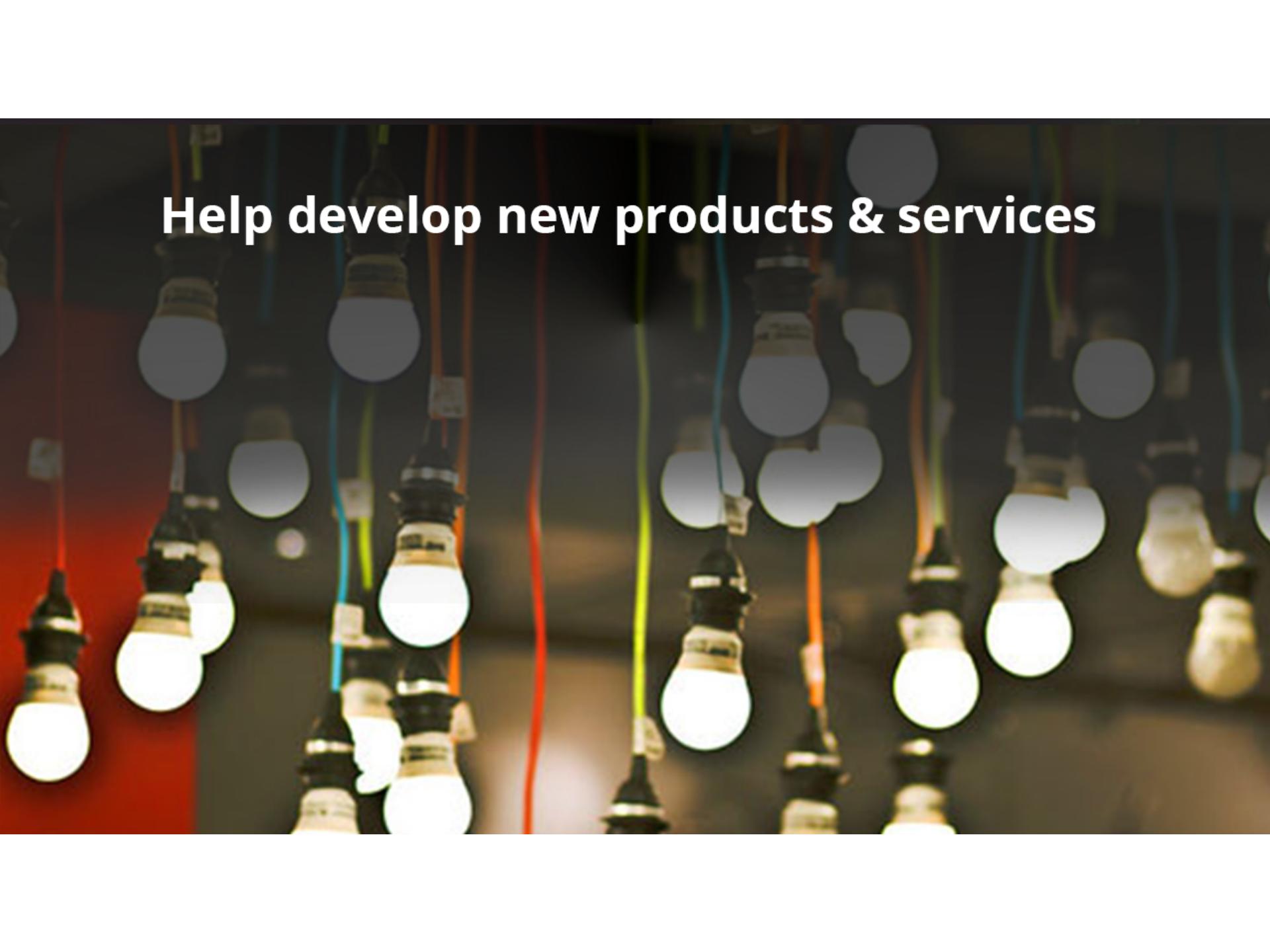
# **Buyer Personas & Your Marketing Efforts**

A photograph showing a close-up of a person's lower legs and feet. They are wearing dark green pants and brown boots. They are walking on a surface with horizontal yellow and grey stripes. The background is slightly blurred.

**Your Persona is relevant in every  
stage of the buying process and  
Inbound Methodology**

**Find where your ideal customers  
spend their time online**





**Help develop new products & services**

A close-up photograph showing a person's hands with pink nail polish typing on a white computer keyboard. The person is wearing a light-colored long-sleeved shirt. In the background, a computer monitor is visible, displaying a blue screen with some text and data, though it is slightly out of focus.

**Always create content specifically  
for your Buyer Persona**



The **right content**  
attracts your **ideal visitor**,  
converts them into a **lead**,  
& closes them into a **customer**

# **Everyone in your business should focus on your Buyer Persona**



**Stay Tuned  
For Our Next Video About  
Researching & Building  
Your Buyer Persona**