

Buyer Personas:

**Build clarity around your
ideal customer**

Don't start speaking until you know who you're speaking to.

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Marketing Agency



Developing your ideal customer

Rather than trying to appeal to everyone – which is impossible, anyway – we want to focus on those who are most likely to benefit from our products or services, ie. our ideal customer.

Knowing who your ideal customer is means you can create more targeted marketing, which in turn creates a higher ROI.

An accurate buyer persona is a must in your marketing toolkit. This will tell you who you're speaking to and what makes them tick (or hit 'Buy Now').

When should you create one (or more)? Right now! You need to know who you're talking to before you start talking. Also, review them when you review your marketing strategy, launch a new product or service, enter new markets etc.

How well do you know your customer?

If you want an effective buyer persona, you need to use insight rather than assumption. That's why we've put together this buyer persona template. To complete it, you'll need to find out:

- Who your best customers are
- What questions have been asked in recent sales conversations
- What customer feedback you've received
- Current market trends.

If you've got the resources, use them – collaborate with team members from leadership, sales, marketing and customer service, as each will bring a unique perspective on customer needs, motivations, common objections, and buying behaviours.

Where possible, speak directly with customers or review existing customer data (previous customer surveys, etc.) to make sure your persona actually reflects your customers.

Marketing to your customer

Once complete, treat your buyer persona as a living document that guides your marketing decisions, from the channels you invest in and the content you create, through to your sales conversations, customer experience and future business growth.

Buyer persona template

This template will help you build a clear picture of one priority customer group. Basing your answers on customer conversations, sales insights, and available data ensures they're accurate.

Persona overview

Persona name: *(Make this memorable!)*

Job title:

Industry or organisation type:

Organisation size:

Role in the buying decision: *(Decision maker / Influencer / User)*

Their role and goals

What are they responsible for? *(Summarise their main responsibilities and priorities)*

What are their top three goals?

- 1.
- 2.
- 3.

What does success look like to them?

Their challenges

What are their top three challenges or frustrations?

- 1.
- 2.
- 3.

What impact do these challenges have? *(Consider time, cost, risk, workload or missed opportunities)*

How are they dealing with these challenges now?

Their buying decision

What prompts them to start looking for a solution?

What might stop or delay them from buying?

What are their top three decision factors when choosing a supplier or solution?

- 1.
- 2
- 3.

Who else influences the decision?

Reaching them

Where do they look for information or advice?

How do they prefer to hear from suppliers?

What messages or benefits are most likely to matter to them?

What words or phrases do they use when describing their needs?

Persona summary

Complete this statement:

_____ is a _____ who wants to _____, but is held back by _____. They choose suppliers based on _____ and are most likely to respond to _____.

Thank you for downloading

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We'd love to hear how you get on. And of course, should you need any help, you know where to find us...

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