

How to Develop a Buyer

Persona

A buyer persona encompasses your target's **role, responsibilities, challenges, & habits**

providing guidance for your campaign messaging by giving a fuller picture of your buyer.

You can research your ideal consumer through the following four categories.



What is your target's role? What's his title?

What industry does he work in?

How big is the company she works for?

What does a typical day look like?

What knowledge and tools does he use?

1

ROLE

Researching your buyer's role uncovers more than her role, it also identifies her company and industry.

To develop a buyer persona, you must know who you will base it on.

A fuller picture of your buyer enables you to position your product to be relatable and desirable to them

What does success look like in her role?

What is he responsible for?

In his latest purchase, what was her role in the evaluation process?

2

RESPONSIBILITIES

Your buyer's responsibilities get to what makes him successful at work, which in turn provides you with information on how your company can help him succeed.

What is his status quo—how does your product or service fit into his role?

What are challenges with his status quo?

What challenges does she face daily in his role? In his company? In his industry?

3

CHALLENGES

By uncovering the challenges he faces day-to-day, you can determine how to position your company and product to be her solution.

Note the difference between the person who sticks with the status quo, and the person who changes behavior to purchase your product or service.

Typically, this is the person or group of people who purchase your product or service.

Does she participate in any social networks?

What publications or blogs does he read?

How does he prefer to interact with vendors (by email, phone, or in person)?

4

HABITS

This portion of research determines how you can reach out to your target.

How to get the info!

Interview existing customers, prospects, and referrals.



use LinkedIn to see what groups and content your contacts like

Interview people who have bought from your competition. (consider offering an incentive.)

Use a quote from an interviewee to inject your targets' voice into the persona

Buyer Personas Unlock Consumer Behavior



The research that goes into creating your buyer persona can unlock the mystery of your consumers' behavior. And, using the persona to craft your sales and marketing messaging is the first step to **speaking their language**, **establishing common ground**, and starting a **mutually beneficial conversation**.

Researching and crafting the most effective buyer persona takes time and experience. If you need help creating buyer personas for your sales and marketing efforts, **contact NuGrowth Digital**.

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