CUSTOMER & BUYER PERSONAS

PROF DANIEL RUKARE

OCCUPATION

NAME AGE

LOCATION: Placeholder

DESCRIPTION

The text demonstrates how your own text will look when you replace the placeholder with your own text.

USER GOAL

The text demonstrates how your own text will look when you replace the placeholder with your own text.

OCCUPATION

NAME AGE

LOCATION: Placeholder

EDUCATION: Placeholder

OCCUPATION: Placeholder

DESCRIPTION

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USER GOAL

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AGENDA

Customer & Buyer Personas

1

Definitions

2

Templates & Samples

3

Profile Images & Graphics

DEFINITIONS

CUSTOMER & BUYER PERSONAS

CUSTOMER & BUYER PERSONAS

Buyer Persona

An effective buyer persona is based on market research and insights into your current customer base that can be, for example, obtained through surveys and interviews.

Retrieve data such as income, place of residence, relationship status, occupation, daily routine, lifestyle, hobbies, behavior on the web etc. and determine the daily needs and problems of your customers.

Depending on the industry, develop different personas from this information and have on-hand information to create new profiles anytime you'd like.

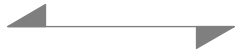
Buyer Personas are fictional ideals of your customer types and act as content marketing tools. They will help you to better understand your customers and make it easier to tailor your content to their specific needs and behaviors.

CUSTOMER & BUYER PERSONAS

Negative Persona

Buyer Personas

Typical Customers



Negative Personas

People who do not belong to the target group. For example, students who gain access to the product for research-based needs or email recipients whose new purchase is unlikely.

CUSTOMER & BUYER PERSONAS

Effectively Use Personas

How can your products or services solve the customer’s problems and by what means can you encourage them to buy? If you have analyzed the data collected about your customers and take into account these questions, you can implement your advertising measures.

Develop specific newsletters for customers who really could have interest ibn a certain product, rather than indiscriminately sending it to all your customers.

Intentionally exclude negative personas from your promotions and focus your energy on customers who are likely and ready to buy.

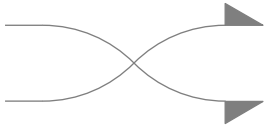
Loyal, regular customers who can be contacted and informed differently than new customers, whose interests and consumer behavior cannot yet be precisely determined.

CUSTOMER & BUYER PERSONAS

Enter your subheadline here

Buyer persona model

How do these help?



Make better informed decisions about marketing & sales strategies

CUSTOMER & BUYER PERSONAS

Benefits of Buyer Personas

CUSTOMER & BUYER PERSONAS

Benefits of Using Buyer Personas

1. Improved value proposition
2. Clearer understanding of who buyers are
3. Higher conversion rates
4. Higher quality leads
5. Shorter sales cycle
6. More leads

CUSTOMER & BUYER PERSONAS

4 steps to build buyer personas

1

BUYER INTERVIEWS

2

GATHER & ANALYZE INSIGHTS

3

BUILD BUYER PERSONAS & SCENARIO MODELS

4

MAP TO BUYER GOALS & BUYING PROCESSES

CUSTOMER & BUYER PERSONAS

Checklist: Create better buyer personas using your sales team

1

GET INPUT FROM THE FRONT LINES

- Talk to top-performing sales reps
- Get insight on buyer behavior and characteristics
- Use info to create a range of different personas

2

ASK REPS THE RIGHT QUESTIONS

- Who are you selling to?
- Who is buying?
- How do buyers communicate?
- What questions are buyers asking?
- What pain do buyers have?
- What are the buyers' journeys?
- What companies do they work for?

3

USE DATA TO FLESH OUT PERSONAS

- Primary research
- Wins and losses
- Sales force and marketing automation reports
- Look-alikes
- Case studies
- Customer surveys

4

ALWAYS BE IMPROVING

- Meet regularly with sales to review and refine personas
- Use sales force and marketing automation tools to track success

CUSTOMER & BUYER PERSONAS

Building Blocks

MODALITY

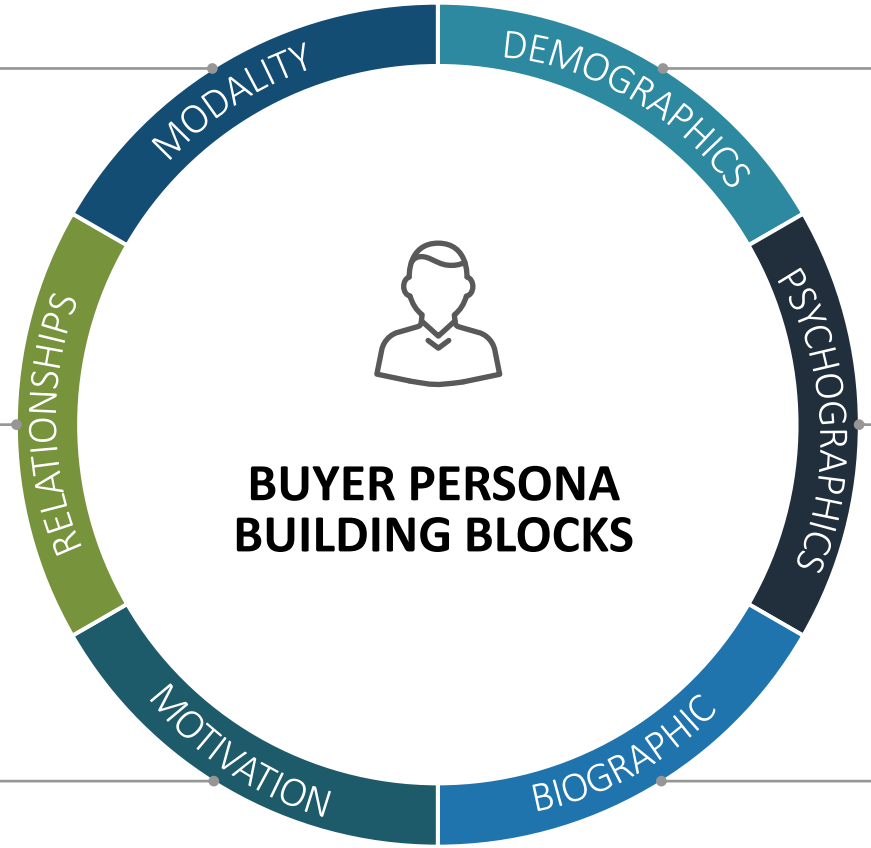
Methodical, spontaneous, humanistic, competitive

RELATIONSHIPS

Individual, directed, collaborative, competitive, contentious, subordinate, superior, consensus

MOTIVATION

Needs, goals, pains, ideals, challenges



DEMOGRAPHICS

Gender, age, marital status, income level, location, education

PSYCHOGRAPHICS

Personality, values, attitudes, interests, lifestyles

BIOGRAPHIC

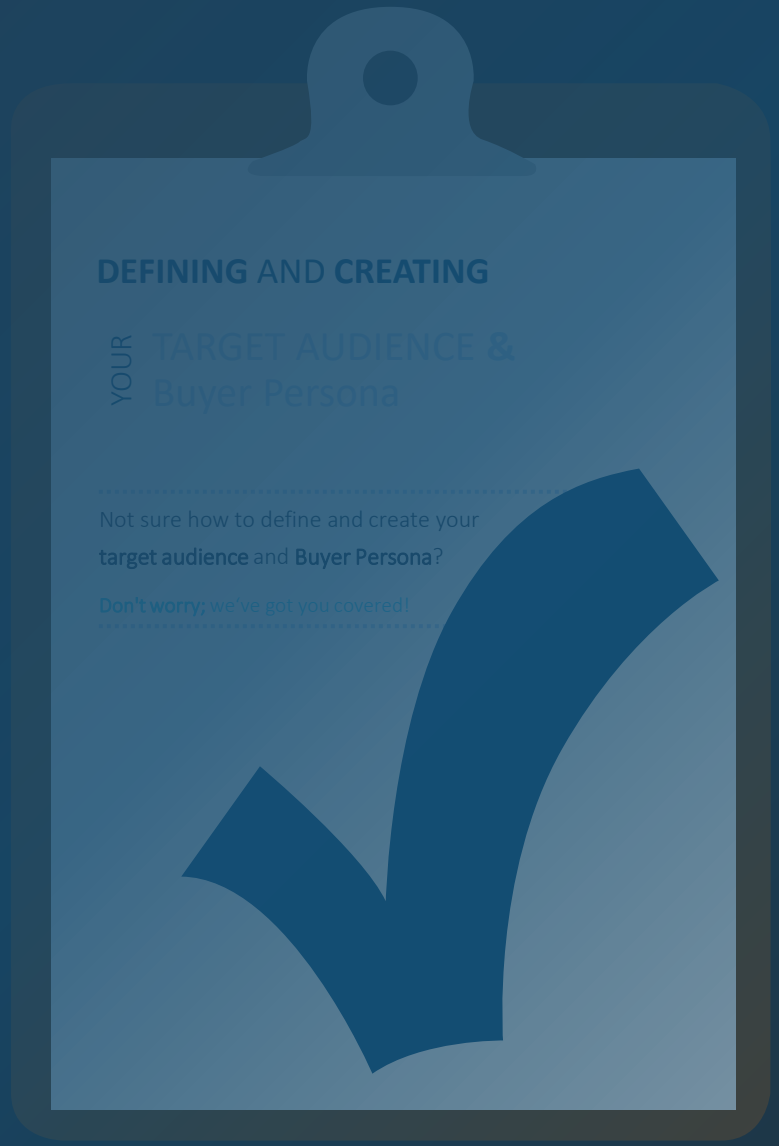
Industry, seniority, functional area, role, responsibilities, knowledge, risk

CUSTOMER & BUYER PERSONA

Customer Testimonials Template

TEMPLATES AND SAMPLES

CUSTOMER & BUYER PERSONAS



MELANIE DOE

GOALS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

LIVES IN: Placeholder

AGE: Placeholder

GENDER: Placeholder

EDUCATION: Placeholder

OCCUPATION: Placeholder

INCOME: Placeholder

JOB GOALS:

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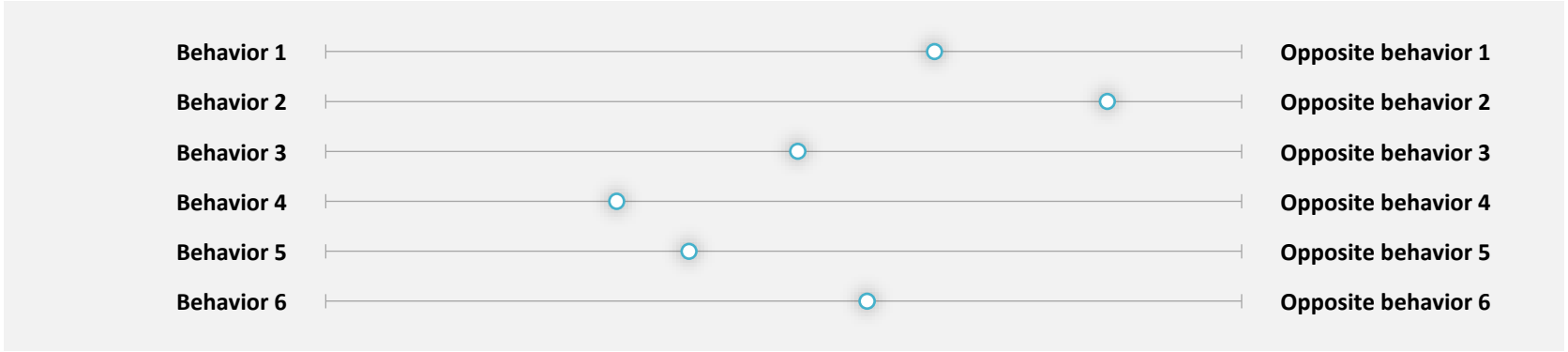
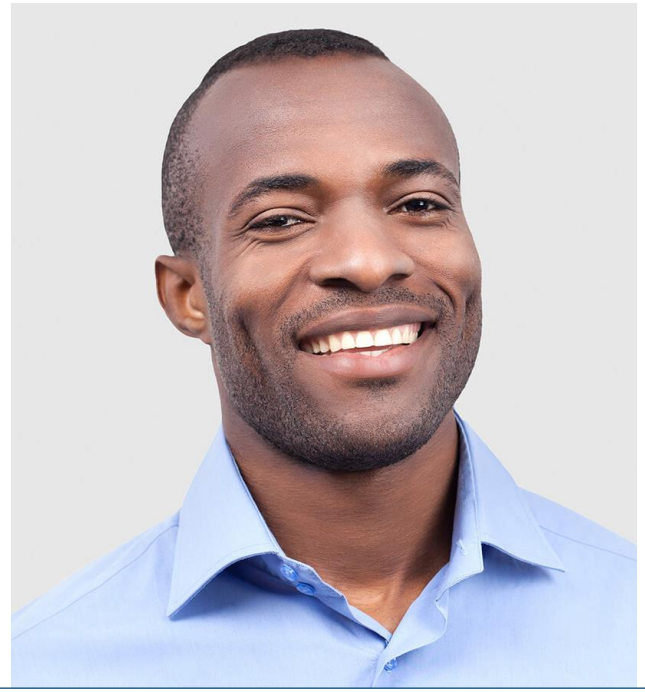
BEHAVIOUR



JIM DOE

PROFILE: Placeholder

GENDER: Placeholder



MOTIVATIONS:

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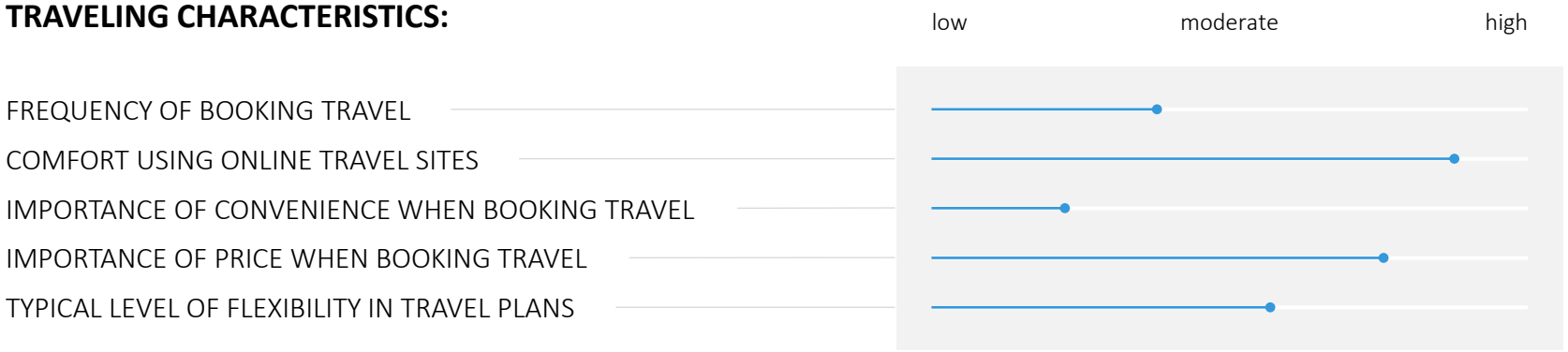
text will look when you replace the placeholder with your own text.

TRAVELING CHARACTERISTICS:



NAME	AGE	INCOME	EDUCATION	FAMILY	STATUS	LANGUAGE
Name	Age	Income	Education	Family	Status	Language

MARIA DOE

PROFILE: Placeholder

GENDER: Placeholder

AGE: Placeholder

MOTIVATIONS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

GOALS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

PROBLEMS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

BIOGRAPHY:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

PETER DOE

OCCUPATION: Placeholder

GENDER: Placeholder

AGE: Placeholder

GOALS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

CUSTOMER RELATIONSHIPS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

THE CHALLENGE:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

BRANDS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

SUPPORTIVE ENVIRONMENT:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

SIMON DOE

FRIENDS:

GROUPS:

INTERESTS:

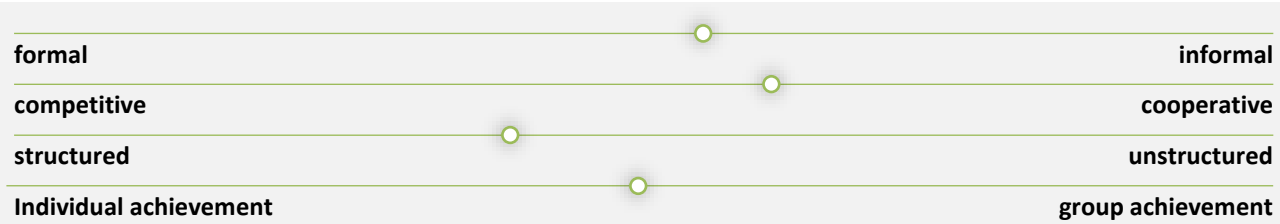
LIVES IN:	Placeholder	**EDUCATION:**	Placeholder
AGE:	Placeholder	**OCCUPATION:**	Placeholder
GENDER:	Placeholder	**INCOME:**	Placeholder

JOB GOALS: Your inserted text will retain the same style and format as the placeholder text.

PAIN POINTS: Your inserted text will retain the same style and format as the placeholder text.

ASPIRATIONS: Your inserted text will retain the same style and format as the placeholder text.

WORK CULTURE:



ROSA DOE

JOB TITLE:	Placeholder
GENDER	Placeholder
AGE:	Placeholder
LIVES IN:	Placeholder

MOTIVATIONS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

GOALS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

PROBLEMS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

BIOGRAPHY:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

PERSONALITY:

- **Behavior 1**
- **Behavior 2**
- **Behavior 3**
- **Behavior 4**

TECHNOLOGY:

- **Skill 1**
- **Skill 2**
- **Skill 3**
- **Skill 4**

COM PANY

COM PANY

ANA DOE

GENDER: Placeholder

AGE: Placeholder

LIVES IN: Placeholder

OCCUPATION: Placeholder

MOTIVATIONS:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

GOALS:

This text can be replaced with your own text.

PROBLEMS:

This text can be replaced with your own text.

BIOGRAPHY:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

BIOGRAPHY:

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EXPERIENCE GOALS

The text demonstrates how your own text will look when you replace the placeholder with your own text.

END GOALS

The text demonstrates how your own text will look when you replace the placeholder with your own text.

MARK DOE

ARCHETYPE: Placeholder

AGE: Placeholder

LIVES IN: Placeholder

OCCUPATION: Placeholder

MOTIVATIONS

This is a placeholder text. This text can be replaced with your own text.

BACKGROUND

This is a placeholder text.

GOALS

This is a placeholder text.

REFERRAL SOURCE

This text can be replaced with your own text.

VISITOR INTENT

This is a placeholder text. This text can be replaced with your own text.

DEVICES / CONTEXT

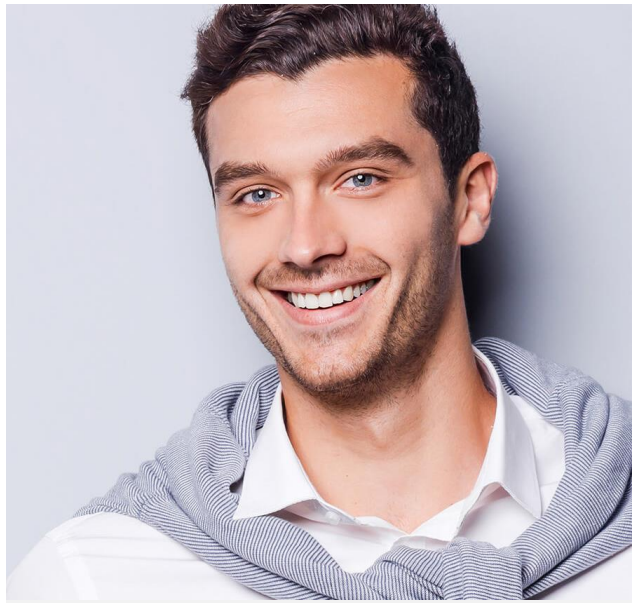
This is a placeholder text. This text can be replaced with your own text.

HEALTH

WEB

PEOPLE

PEDRO DOE



AGE	PERSONAL LIFE	YEARS IN ROLE	DEVICES AND OS
Text	Text	Text	Text

WEB FEATURE COMPETENCIES

low — high

TECHNICAL SAVVINESS

low — high

GOALS:

This is a placeholder text. This text can be replaced with your own text.

PROBLEMS:

This is a placeholder text. This text can be replaced with your own text.

MOTIVATIONS:

CUSTOMER RELATIONSHIPS	PASSION	THE CHALLENGE	SUPPORTIVE ENVIRONMENT
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LINA DOE

PROFILE: Placeholder

GENDER: Placeholder

AGE: Placeholder

OCCUPATION: Placeholder

MOTIVATIONS

This is a placeholder text. This text can be replaced with your own text.

GOALS

This is a placeholder text.

PROBLEMS

Click on the placeholder and paste your text.

BIOGRAPHY

This is a placeholder text. This text can be replaced with your own text.

BACKGROUND

The text demonstrates how your own text will look when you replace the placeholder with your own text.

QUESTIONS

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LIFE GOALS

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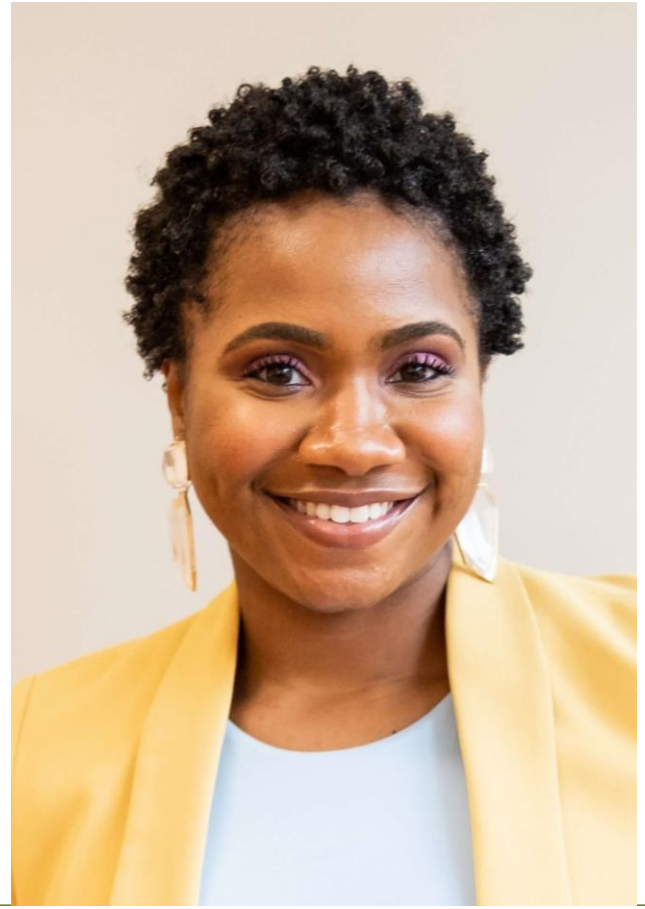
ALICIA DOE



PLACEHOLDER

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DANIEL DOE

OCCUPATION: Placeholder

GENDER: Placeholder

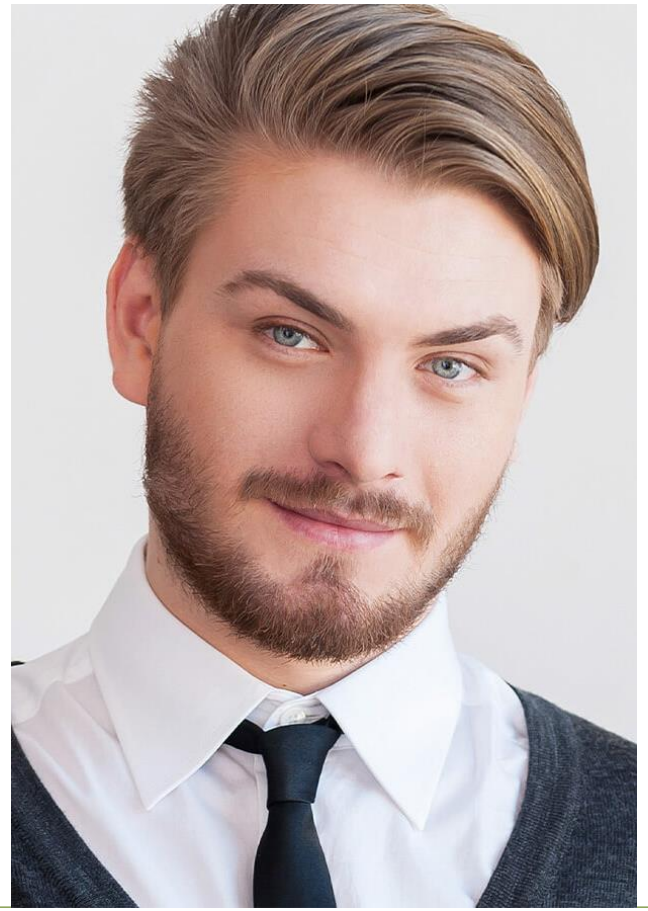
AGE: Placeholder

unsatisfied		**fan**
compare		**brand-loyal**
one-time buyer		**regular customer**
price-sensitive		**quality-conscious**
introvert		**extrovert**
digital beginner		**digital expert**
informal		**formal**

MORE INFORMATION:

The text demonstrates how your own text will look when you replace the placeholder with your own text.

ALEX DOE



LIVES IN:	This is a placeholder text.
AGE:	This is a placeholder text.
GENDER:	This is a placeholder text.
INTERESTS:	This is a placeholder text.
EDUCATION LEVEL:	This is a placeholder text.
JOB TITLE:	This is a placeholder text.
INCOME:	This is a placeholder text.
STATUS:	This is a placeholder text.
INTERESTED IN:	This is a placeholder text.
LANGUAGE:	This is a placeholder text.

BUYING MOTIVATION

The text demonstrates how your own text will look when you replace the placeholder with your own text.

BUYING CONCERNS

The text demonstrates how your own text will look when you replace the placeholder with your own text.

PATRICIA DOE

OCCUPATION: Placeholder

GENDER: Placeholder

AGE: Placeholder

Placeholder text

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Placeholder text

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Placeholder text

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This text can be replaced with your own text.

PROFILE:	placeholder
AGE:	placeholder
GENDER:	placeholder
OCCUPATION:	placeholder

- This is a placeholder text. This text can be replaced with your own text.
- The text demonstrates how your own text will look when you replace the placeholder with your own text.

PAUL DOE

Placeholder

Placeholder **65%**

Placeholder **65%**

Placeholder **65%**

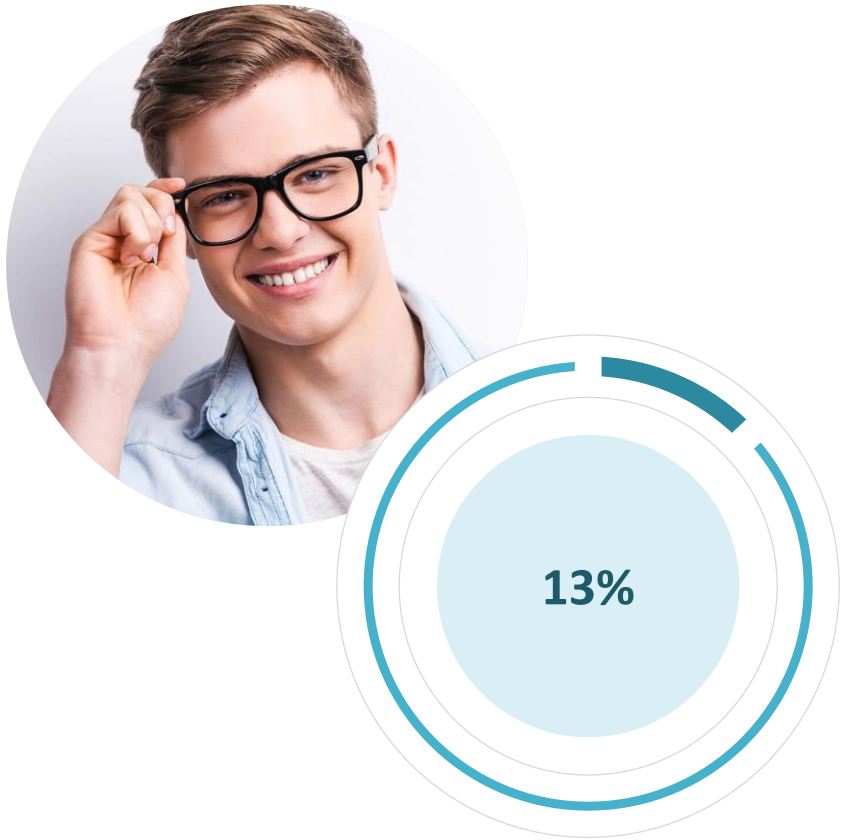
Placeholder **65%**

Placeholder **65%**

Placeholder **65%**

LARS DOE

Customer & Buyer Personas



PROFILE:	Placeholder
GESCHLECHT:	Placeholder
ALTER:	Placeholder
PROFESION:	Placeholder

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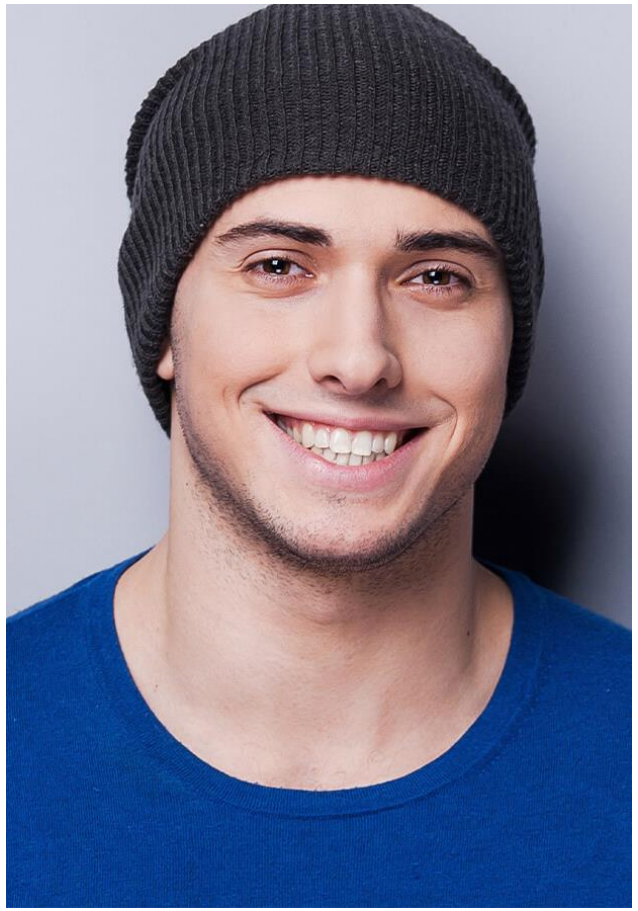
This text can be replaced with your own text.

This is a placeholder text. This text can be replaced with your own text.

The text demonstrates how your own text will look when you replace the placeholder with your own text.

ROBIN DOE

Customer & Buyer Personas



PROFILE: Placeholder

GENDER: Placeholder

AGE: Placeholder

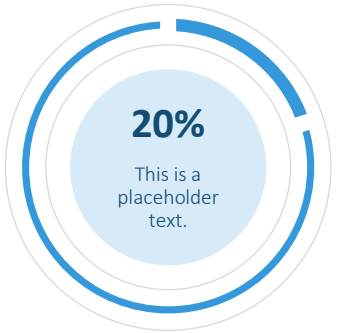
OCCUPATION: Placeholder

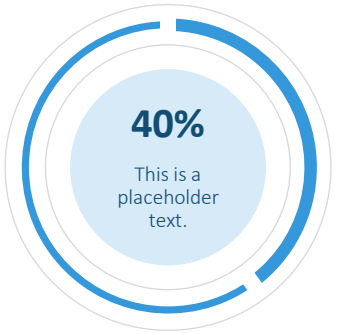
EDUCATION: Placeholder

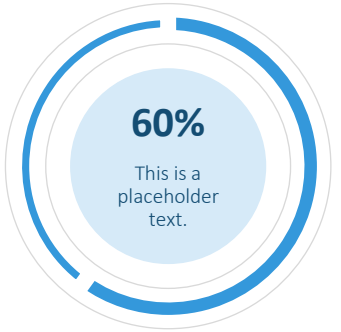
Placeholder **45%**

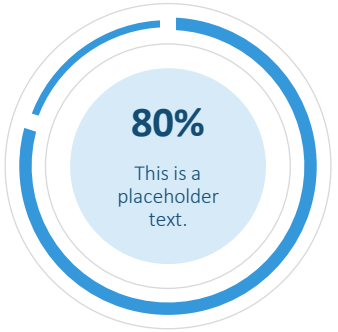
Placeholder **30%**

Placeholder **65%**









CUSTOMER & BUYER PERSONAS

Enter your subheadline here

Max Doe

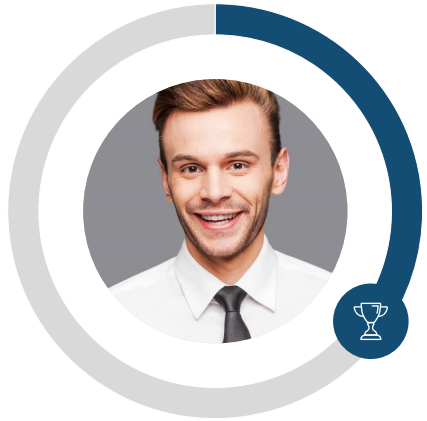
Placeholder

This is a placeholder text.

Paul Doe

Placeholder

This is a placeholder text. This text can be replaced with your own text.



Alex Doe

Placeholder

This is a placeholder text.

OCCUPATION

NAME **AGE**

LOCATION:	Placeholder
EDUCATION:	Placeholder
OCCUPATION:	Placeholder

DESCRIPTION

The text demonstrates how your own text will look when you replace the placeholder with your own text.

USER GOAL

The text demonstrates how your own text will look when you replace the placeholder with your own text.

OCCUPATION

NAME **AGE**

LOCATION:	Placeholder
EDUCATION:	Placeholder
OCCUPATION:	Placeholder

DESCRIPTION

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USER GOAL

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OCCUPATION

NAME **AGE**

LOCATION:	Placeholder
EDUCATION:	Placeholder
OCCUPATION:	Placeholder

DESCRIPTION

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USER GOAL

The text demonstrates how your own text will look when you replace the placeholder with your own text.

NAME
LAST NAME
Occupation

PERSÖNLICHE INFORMATIONEN

AGE:	Placeholder
LOCATION:	Placeholder
EDUCATION:	Placeholder
OCCUPATION:	Placeholder
GENDER:	Placeholder
FAMILY:	Placeholder
HOBBIES:	Placeholder
PERSONALITY:	Placeholder

USER GOAL

The text demonstrates how your own text will look when you replace the placeholder with your own text.

NAME
LAST NAME
Occupation

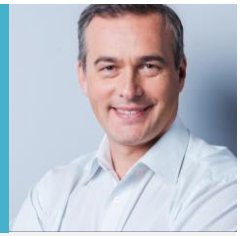
PERSÖNLICHE INFORMATIONEN

AGE:	Placeholder
LOCATION:	Placeholder
EDUCATION:	Placeholder
OCCUPATION:	Placeholder
GENDER:	Placeholder
FAMILY:	Placeholder
HOBBIES:	Placeholder
PERSONALITY:	Placeholder

USER GOAL

The text demonstrates how your own text will look when you replace the placeholder with your own text.

NAME
LAST NAME
Occupation



PERSÖNLICHE INFORMATIONEN

AGE:	Placeholder
LOCATION:	Placeholder
EDUCATION:	Placeholder
OCCUPATION:	Placeholder
GENDER:	Placeholder
FAMILY:	Placeholder
HOBBIES:	Placeholder
PERSONALITY:	Placeholder

USER GOAL

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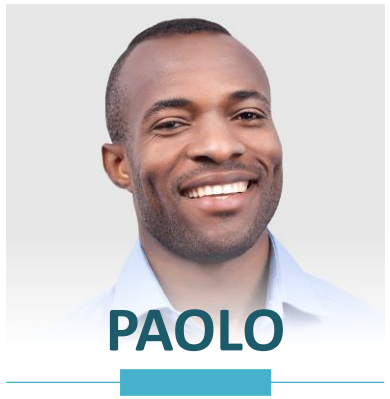
CUSTOMER & BUYER PERSONA

Enter your subheadline here



PAOLO

UNINHIBITED

"The text demonstrates how your own text will look when you replace it."

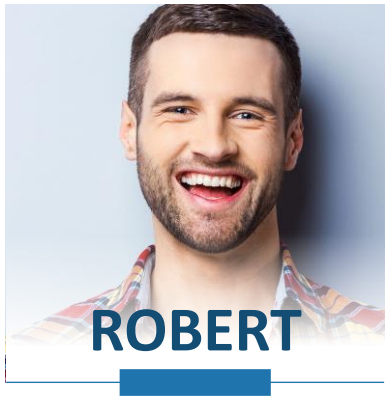
13%

MARTA

CAREFREE

"The text demonstrates how your own text will look when you replace it."

17%



ROBERT

METICULOUS

"The text demonstrates how your own text will look when you replace it."

32%

LUCIA

RATIONAL

"The text demonstrates how your own text will look when you replace it."

11%

MAX

TRADITIONALIST

"The text demonstrates how your own text will look when you replace it."

14%

NAME
LAST NAME
Occupation

USER GOAL

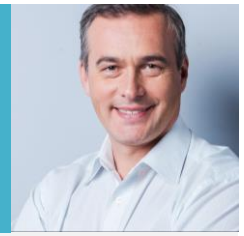
The text demonstrates how your own text will look when you replace the placeholder with your own text.

NAME
LAST NAME
Occupation

USER GOAL

The text demonstrates how your own text will look when you replace the placeholder with your own text.

NAME
LAST NAME
Occupation



USER GOAL

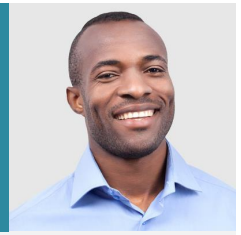
The text demonstrates how your own text will look when you replace the placeholder with your own text.

NAME
LAST NAME
Occupation

USER GOAL

The text demonstrates how your own text will look when you replace the placeholder with your own text.

NAME
LAST NAME
Occupation



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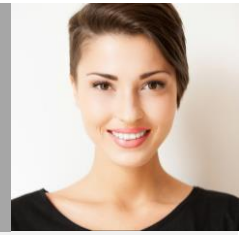

USER GOAL

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PROFILE PICTURES AND GRAPHICS

CUSTOMER & BUYER PERSONA

CUSTOMER & BUYER PERSONAS

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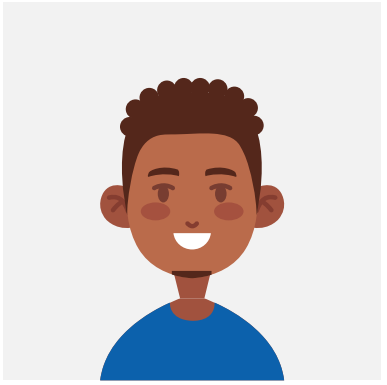

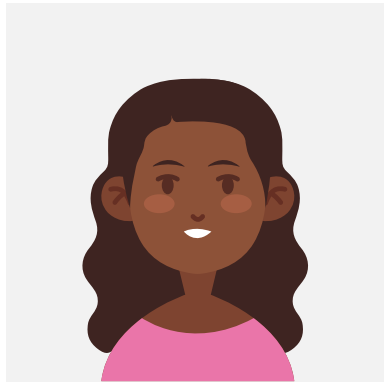

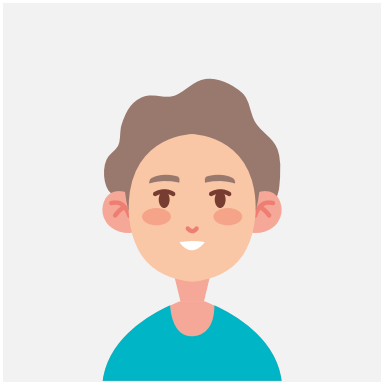
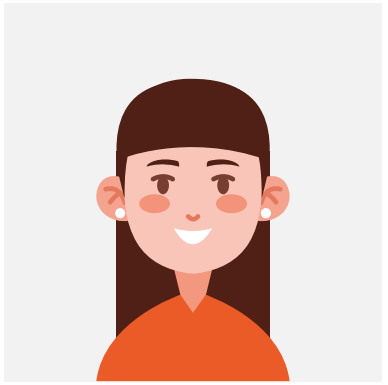
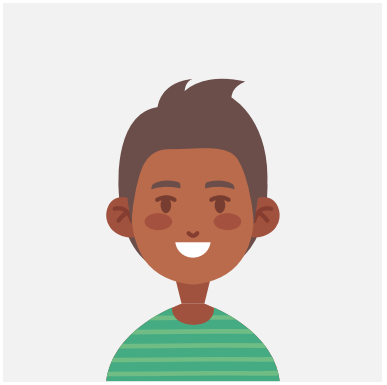

CUSTOMER & BUYER PERSONAS

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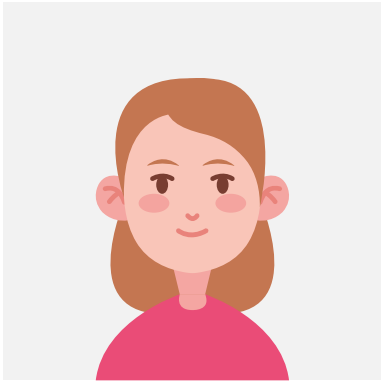

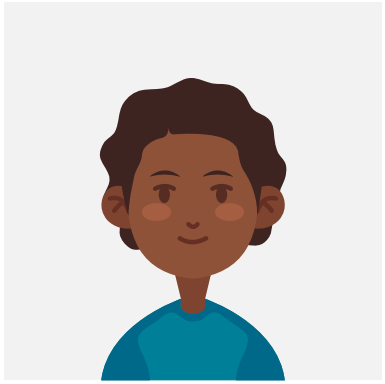
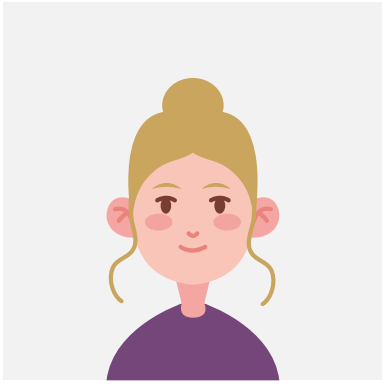

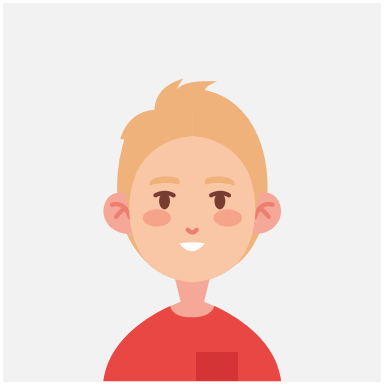
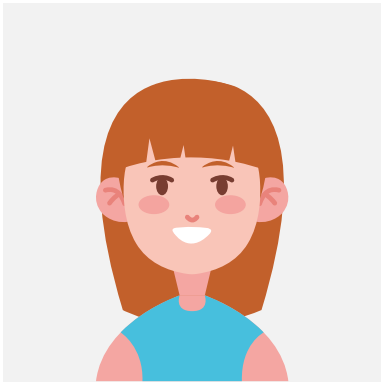

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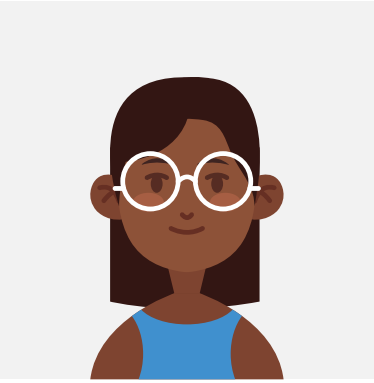
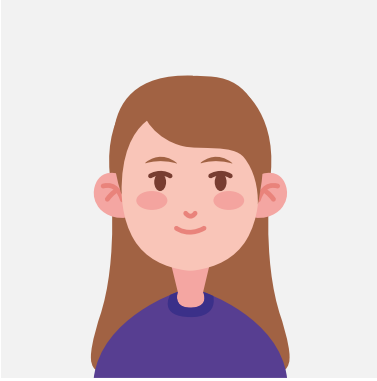

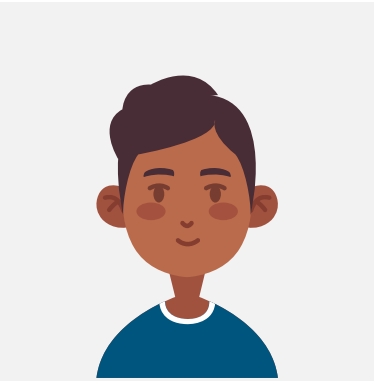
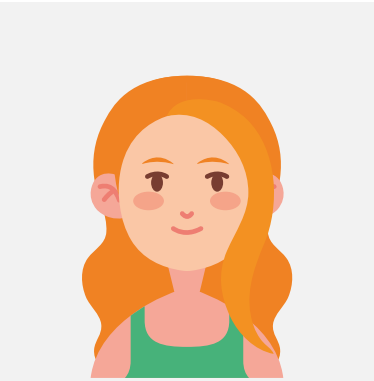

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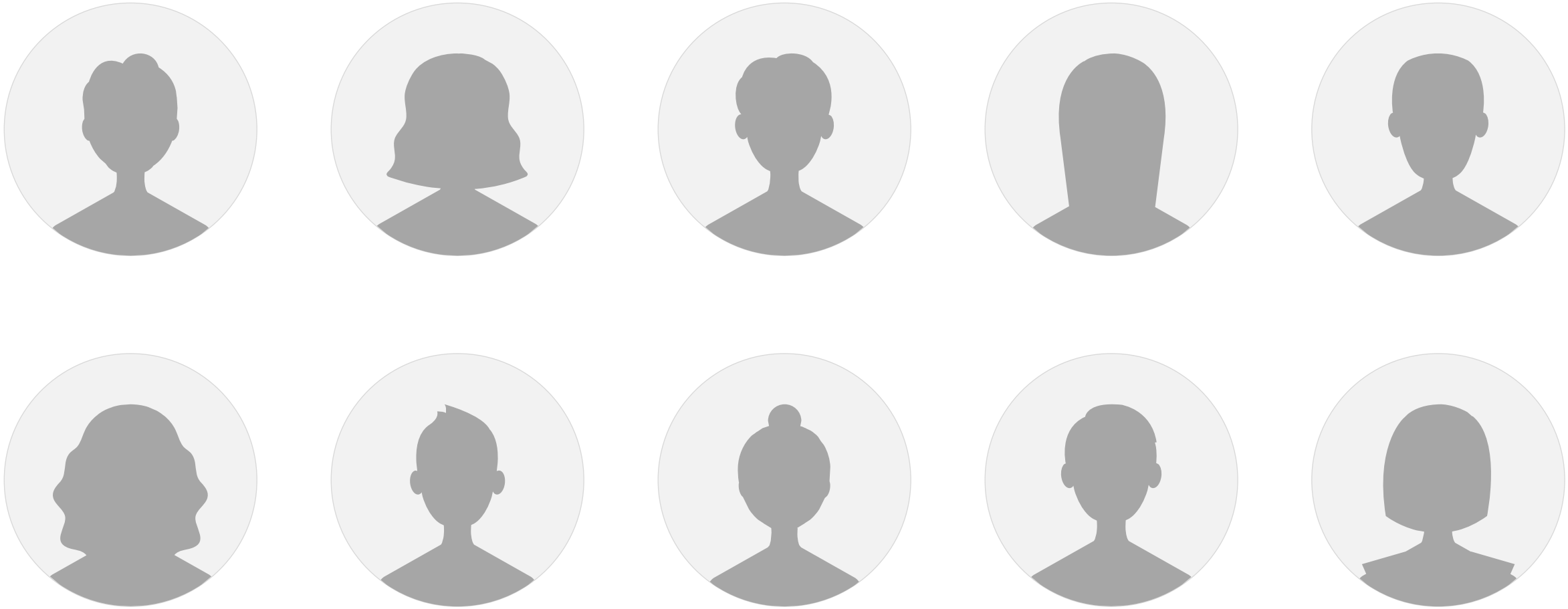

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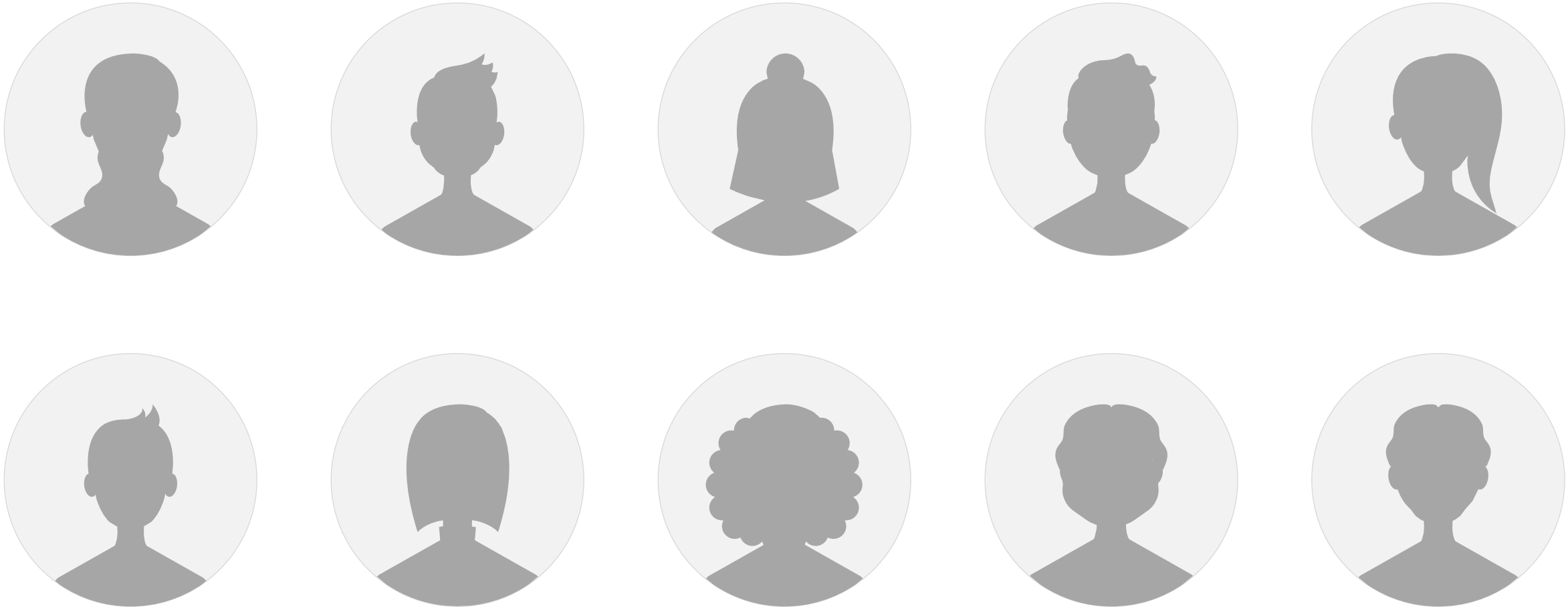

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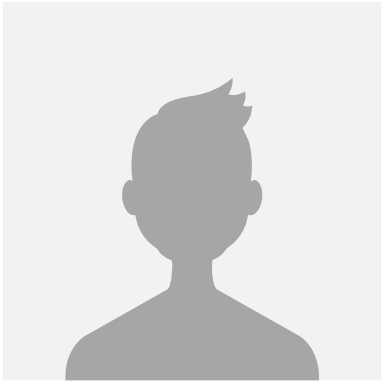

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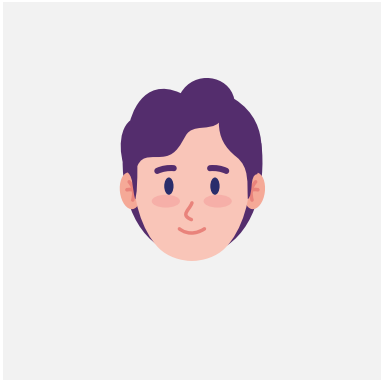

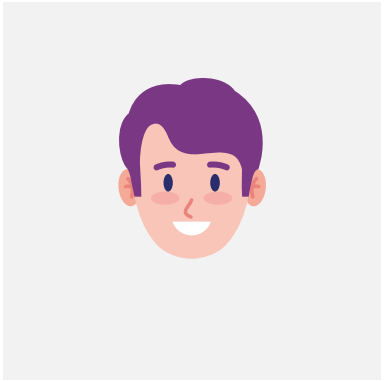
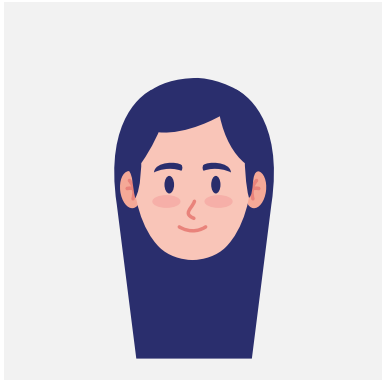

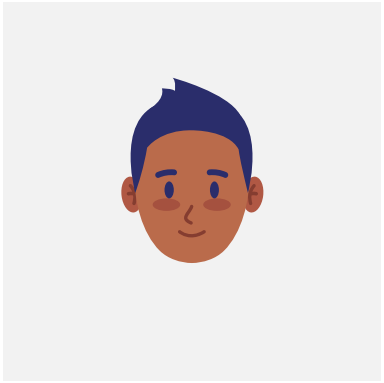

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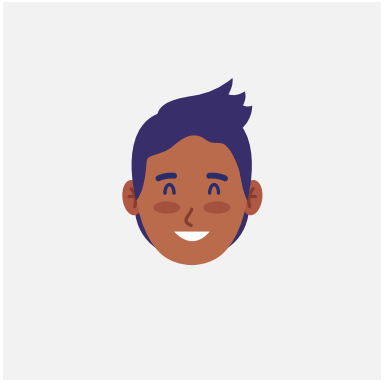

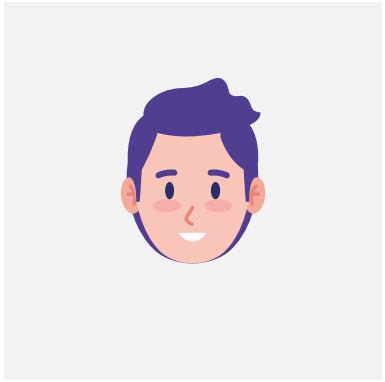
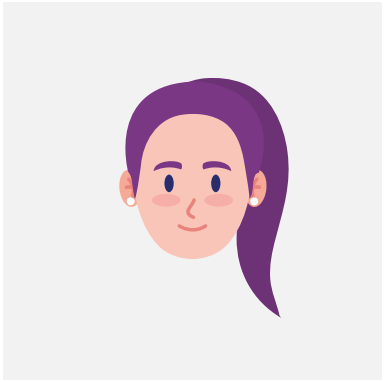
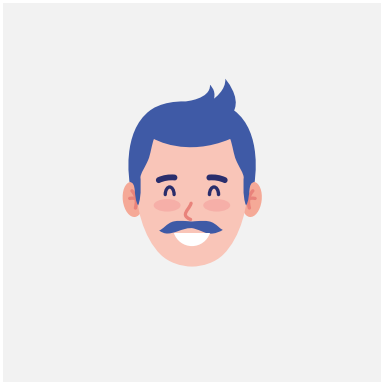
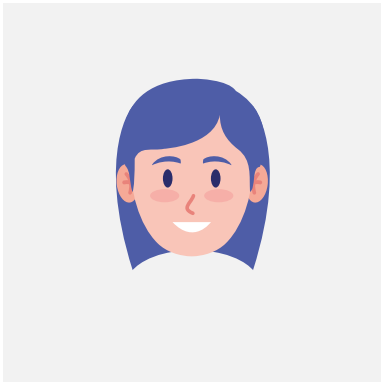

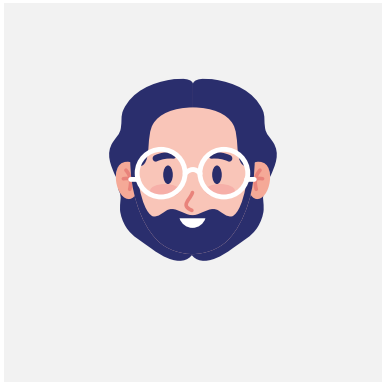
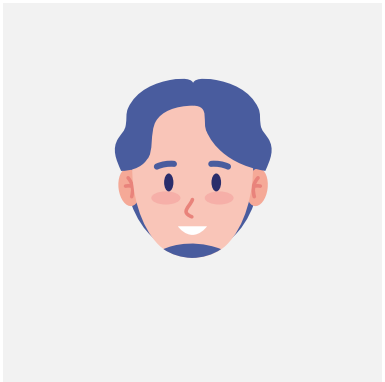

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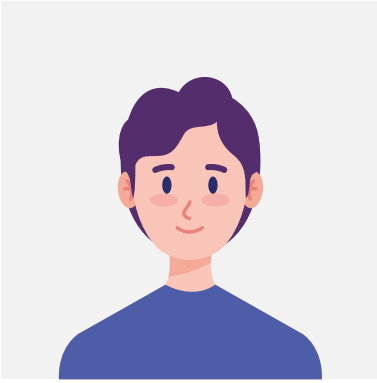

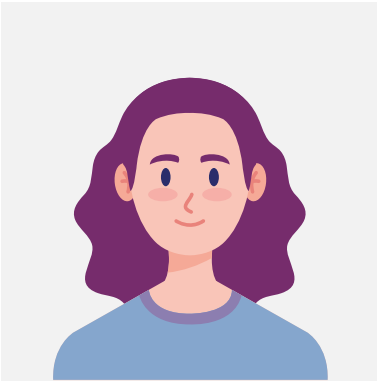

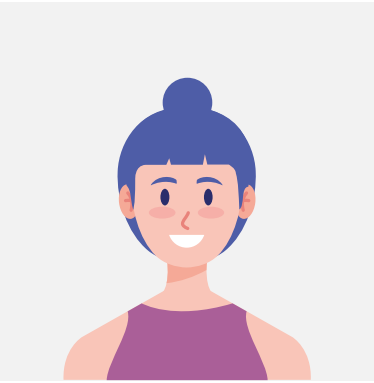

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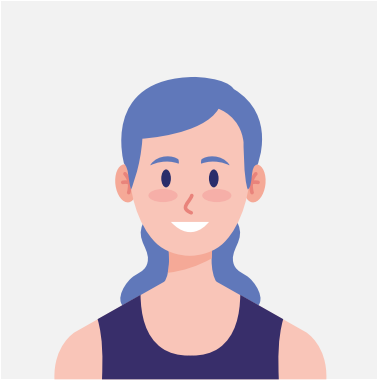

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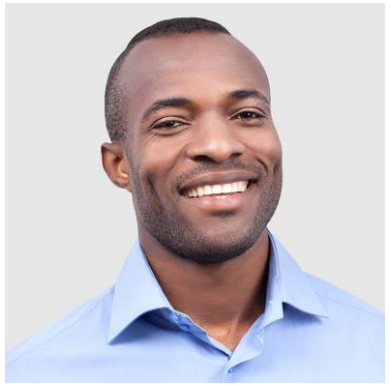

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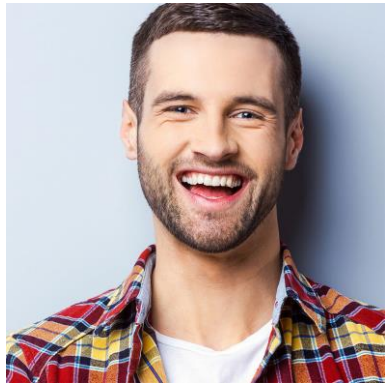

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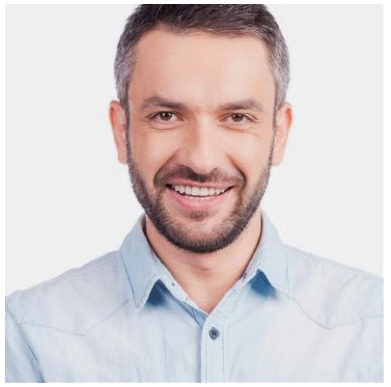

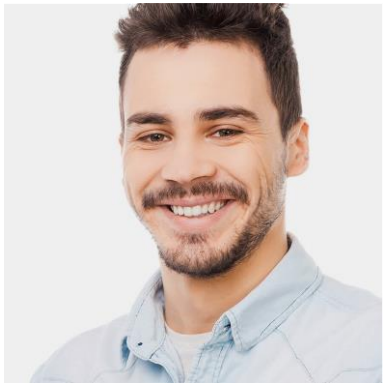

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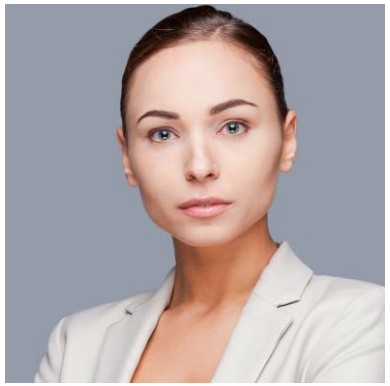
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