GUIDE
TO CREATING A DETAILED
BUYER PERSONA

HANGAR 12

WHAT IS A BUYER PERSONA?

A persona of your buyer is a fictional portrait of your target customer based on real demographic and psychographic behavior. Not only will a buyer persona tell you the age, gender, and financial status of your ideal customer, it will share their wants, needs, and priorities.

HOW CAN A BUYER PERSONA HELP CPG BRANDING?

A buyer persona is a deep dive into what matters to your customers. It can help your marketing campaigns avoid wasted efforts on messaging and channels that simply don't matter to your target audience. It's both a time and money saver that will yield more conversions in the end and build better customer engagement.

HOW CAN YOU CREATE THE PERSONA?

Personas are created both from marketing data and from 1:1 interviews with real customers. Here are 30-questions to ask when creating your customer personas.

1. What are their demographics, including gender, age, race, income, family, and relationship status?
2. Where do they live? Do they rent or buy?
3. What is their educational background?
4. Where do they work, and what is their career path?
5. In what industry do they work?
6. What is their role there? Do they manage others?
7. How large is the company?
8. What is their decision-making capability? Who do they report to?
9. What is important to them in the job?
10. What does a day look like on the job?
11. What skills do they have that qualify them for the role?
12. What tools do they use in the job?
13. What challenges do they face at work? At home?
14. What publications do they read?
15. What social media channels do they frequent?
16. What associations or groups are they part of?
17. Do they have any hobbies?
18. How do they shop? Online or in-person? Do they like interactions with customer service or sales? Do they look at customer testimonials before buying?
19. Do they use the internet to research before buying your product type?
20. How much time do they spend each day online?
21. Which digital device do they use to surf the internet the most?
22. How often do they check social media? Which social media channels do they frequent?
23. Which search engine do they use the most?
24. What recent purchases have they made?
25. What need drove them to make that purchase?
26. Was anyone else involved in their decision?
27. How did they hear about the product or service they bought?
28. What attracted them to that product or service?
29. Did they research competitors before making the purchase?
30. What were the top three factors that influenced their decision?
31. What was their biggest worry when making the purchase?
32. What was the number one reason they chose the product or service they purchased?
33. Would they buy the product or service again? Why or why not?
34. What are the top three things that would stop them from buying a product or service?

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SEVEN STEPS TO CREATING A BUYER PERSONA

1. THEIR IMAGE

Select a photo that represents the target buyer.

2. DEMOGRAPHICS

How old are they?

What is their highest level of education?

3. THEIR BUSINESS

What industry do they work in?

What is their role there?

4. THEIR CAREER

What is their job title?

Who do they report to?

What skills do they have?

What tools do they use regularly?

5. THEIR CHALLENGES

What are their challenges at work?

What are their challenges at home?

6. THEIR INTERESTS

What hobbies do they have?

What social media channels do they frequent?

7. THEIR PURCHASES

What motivates them to buy?

Do they shop more online or in-store?

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SAMPLE BUYER PERSONAS

B2B BUYER PERSONA 1

B2B BUYER PERSONA 2

B2C BUYER PERSONA

PERSONA FOR POTENTIAL SUV BUYER

B2B BUYER PERSONAS

CIO digital transformationist, Rong Mathers

Title: Chief Information Officer (CIO), Chief Innovation Office (CIO), Digital Transformation Officer (DTO)

Attributes: Between 40 to 55 years old; MS in Computer Science or MBA; 10 or more years in enterprise leadership positions.

Characteristics: Highly professional male technology expert with business and strategy skills. Reports to CEO. Responsible for budgets and oversees IT deployments and cybersecurity. Skeptical of vendors. Conservative and frugal. Strong, opinionated leader. Possibly arrogant and egotistical.

Industries: Finance and banking, insurance, transportation, retail, other enterprise organization.

Worried about: Doing more with less budget. Process automation. Cybersecurity. Creating change and shifting the perception of IT from utility to a strategic business arm, hiring IT talent, using big data successfully, getting buy-in for digital transformation, going over budget, selecting the wrong outsourcing partner.

Keywords for information searches: Enterprise software ROI, strategic software, IT investments, cybersecurity, departmental silos, increasing productivity, digital transformation.

Business value: Strong business leadership skills. IT/technology acumen. Innovation in IT. Trendsetter. Risk manager. Understands the big picture. IT strategy. Revenue generation.

Online educational resources: Gartner CIO Leadership Forum; CIO Magazine; Wired Fast Company, Forrester, E&Y; Conferences.

B2B BUYER PERSONAS

Marketing creative expert, Kathey Dillon

Title: Marketing Manager, Brand Manager

Age: 30 to 45 years old.

Education and experience: BA and possible Masters in integrated marketing communications, graphic design, creative design. 5 to 10 years as an Editor, Advertising Executive, or Brand Manager.

Attributes: Very sharp and determined professional. Smart, innovative, creative, with an eye to the bottom line. Good design skills, knows color. Is a jack of all trades in the creative world and is a master at taking care of clients.

Goals: Produce client-facing, possibly award-winning campaigns that have clear ROI, such as increased sales or improved brand recognition.

Challenges: Stretching thin marketing budgets. Finding more clients. Keeping the customer satisfied. Finding and managing creative talent.

B2C BUYER PERSONAS

Student coffeeshop frequenter, Laran Smiles

Wants to
Travel
Find the right person
Move to a different city
Not have to worry about her student loans
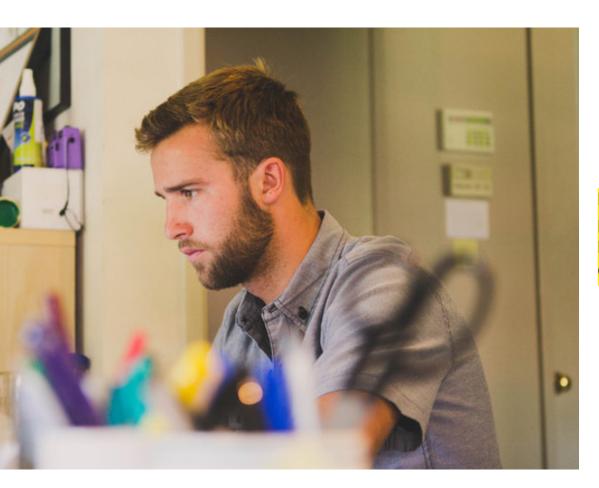Maybe have kids someday

Worried about
Politics
Not being able to pay her own way
Graduating on time
Getting a job after graduation

What her life is like
She's always busy with little downtime
Drinks too much coffee
Walks everywhere
Has a small, used car but uses her bicycle more
Goes to school all day and works or goes out at night
No pets, no kids, rents an apartment
Uses Uber, takeout, and orders online
House is messy and fridge is empty

Background
20 years old
Single
Undergraduate student
Works part time at local retailer
Lives with two roommates in an apartment near campus

Finances
$25,000 per year
Student loans
Frugal and careful about money but splurges almost every day on coffee at favorite location
Rarely carries cash

Online activity
Sleeps with her phone; texts constantly
Facebook, Twitter, Pinterest, and Instagram are her favorite social sites
Looks for fun things to do locally when she isn't working or studying

What interest her
Politics
Books
Music
Good food
Fun adventures with her friends

Influences
Books and music
Friends, coworkers, teachers
Magazines, blogs, podcasts

Favorite brands
Target, Starbucks, H&M, Forever21, American Eagle, Ohio State Buckeyes

PERSONA FOR POTENTIAL SUV BUYER

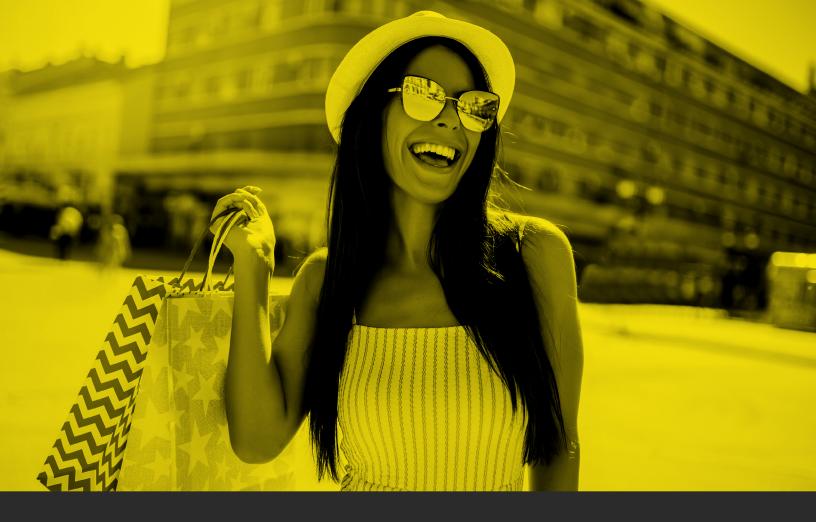**Persona for potential SUV buyer, Kyle Creighton**

Kyle is a 38-year old current owner of a late model Ford Escape. He's engaged to be married and wants a bigger, more reliable SUV. Kyle is an entrepreneur running his own computer programming business out of an apartment in an eastern mid-size city. He currently parks on the street but he and his fiancé are picking out their dream house in the suburbs. Kyle wants a new SUV and plans to start a family someday.

Attributes: Upper middle class and college-educated. Smartphone and Apple laptop user. Politically liberal. Has one rescued cat. Goes online to do everything from playing video games,

ordering takeout, to Amazon shopping, and studying consumer reviews of the latest SUVs. Is a lurker on social media, rarely commenting.

What matters to Kyle: Staying out of debt. Voting. The environment and sustainability. Would consider a hybrid or electric vehicle but they are expensive. Is looking at the old Escape Hybrid, and the Honda CR-V. Anxious about the economy and his upcoming wedding. Loves working from home. Plays drop-in basketball at the rec center once or twice a week. Loves his cat. Likes to road trip to the beach. Wants to start a family in the next year.

Are you ready to take the next step to get your eCommerce product onto store shelves?

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