Creating Personas

Personas are helpful in market research to understand your customer. A Persona is a fictional, generalized representation of a character that brings together the needs, attitudes, goals and behaviors of your customers. They help you understand your customers better.

Define Your Marketing Persona

To create marketing personas, start with the following questions to "walk a mile" in the shoes of your typical customer. Don't be afraid to ask new questions:

B2B Persona

Company and Job Information:
• Who are you
• Where do you work?
• What is your job title and responsibility?
• What skills are required?
• What knowledge and tools do you use?
• Are you a manager?
• Who do you report to?

Goals:
• What does it mean to be successful in your role?
Challenges:
• What are your biggest challenges?
• How do you overcome these challenges?

Company:
• What industry or industries does your company work in?
• What is the size of your company (revenue, employees)?
• How do you learn about new information for your job?
• What associations and social networks do you belong to?

B2C and B2B Persona

Personal background:
• Age
• Family (single, married, children)
• Education

Goals:
• What are your personal life goals?
• What are your family aspirations?

Attitude:
- How would you describe yourself?
- What excites you?
- What annoys you?
- What makes you happy?

Shopping preferences:
- Where do you like to shop?
- What do you shop for?
- How much do you typically spend on a purchase?
- How often do you buy that item?
- How do you prefer to shop and interact with vendors?
- Do you use the internet to research vendors or products?
- How do you search for information?
- What types of websites do you use?

Best practices

Buyer personas are:
1. General demographic & personal history information
2. Common patterns of behavior
3. Pain points (professional, personal)
4. Personal and universal goals, wishes, dreams