



HOW TO CREATE
BUYER PERSONAS
FOR YOUR BUSINESS

About the Author



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Simon has been in IT & marketing for over 2 decades and continues to enjoy the way the industry evolves.

Setting up Smart Cow 10 years ago, he looked to support businesses through the ever changing and increasingly complex world of digital marketing.

Outside of work, Simon is married with 2 children, enjoys socialising, music and sports.



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What Are Buyer Personas?

Buyer personas are fictional, generalised representations of your ideal customers. They help you understand your customers (and prospective customers) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest buyer personas are based on market research as well as on insights you gather from your actual customer base (through surveys, interviews, etc.). Depending on your business, you could have as few as one or two personas, or as many as 10 or 20. (Note: If you're new to personas, start small! You can always develop more personas later if needed.)

What Are Negative Personas?

Whereas a buyer persona is a representation of an *ideal* customer, a negative -- or "exclusionary" -- persona is a representation of who you *don't* want as a customer.

This could include, for example, professionals who are too advanced for your product or service, students who are only engaging with your content for research/knowledge, or potential customers who are just too expensive to acquire (because of a low average sale price, their propensity to churn, or their unlikeliness to purchase again from your company.)

How Can You Use Personas?

At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience. For example, instead of sending the same lead nurturing emails to everyone in your database, you can segment by buyer persona and tailor your messaging according to what you know about those different personas.

If you take the time to create negative personas, you'll have the added advantage of being able to segment out the "bad apples" from the rest of your contacts, which can help you achieve a lower cost-per-lead and cost-per-customer (and see higher sales productivity).

When combined with lifecycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content.

How Do You Create Buyer Personas?

Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers, prospects, and those outside of your contact database who might align with your target audience.

Here are some practical methods for gathering the information you need to develop personas:

- Interview customers either in person or over the phone to discover what they like about your product or service.
- Look through your contacts database to uncover trends about how certain leads or customers find and consume your content.
- When creating forms to use on your website, use form fields that capture important persona information. (For example, if all of your personas vary based on company size, ask each lead for information about company size on your forms. You could also gather information on what forms of social media your leads use by asking a question about social media accounts.)
- Take into consideration your sales team's feedback on the leads they are interacting with most. (What types of sales cycles does your sales team work with? What generalisations can they make about the different types of customers you serve best?)

Buyer Persona Online Tools

- **HubSpot users:** You can create and manage your personas within the [Contacts tool](#).
- Whether you use HubSpot or not, you can use the templates on the following 4-pages to organise your persona data. Alternatively you can use: [Make my persona](#).

Create Persona [Close]

Select persona picture and name Step 1 of 4

A persona picture and name are for you and your team only. Don't worry, you can change them at any time.

Choose a picture for your persona

[Grid of 10 placeholder images, one selected]

[Upload your own photo](#)

What do you call this persona? (Required)

Teacher Ted

[Previous step](#) [Next step](#)

Example of Buyer Persona Background

Use these sample templates to help you create a persona for your business.

Name of Persona	SAMPLE SALLY
BACKGROUND Job? Career path? Family?	<ul style="list-style-type: none">• Head of Human Resources• Worked at the same company for 10 years; worked her way up from HR associate• Married with 2 children (10 and 8)
DEMOGRAPHIC Male or female? Age? Income? Location?	<ul style="list-style-type: none">• Female• Age 30 – 45• Dual HH Income: £100,000• Suburban
IDENTIFIERS Demeanor? Communication preferences?	<ul style="list-style-type: none">• Calm demeanor• Probably has an assistant screening calls• Asks to receive collateral mailed/printed

Example of Challenge & Goals

Name of Persona	SAMPLE SALLY
GOALS Primary goal? Secondary goal?	<ul style="list-style-type: none">• Keep employees happy and turnover low• Support legal and finance teams
CHALLENGES Primary challenge? Secondary challenge?	<ul style="list-style-type: none">• Getting everything done with a small staff• Rolling out changes to the entire company
WHAT CAN WE DO ...to help our persona achieve their goals? ...to help our persona overcome their challenges?	<ul style="list-style-type: none">• Make it easy to manage all employee data in one place• Integrate with legal and finance team's systems

Example of Making it Real

Name of Persona	SAMPLE SALLY
<p data-bbox="241 800 711 888">REAL QUOTES About goals, challenges, etc</p>	<ul data-bbox="829 569 1425 1058" style="list-style-type: none"><li data-bbox="829 569 1425 709">• "It's been difficult getting company-wide adoption of new technologies in the past."<li data-bbox="829 716 1425 856">• "I don't have time to train new employees on a million different databases and platforms."<li data-bbox="829 863 1425 1058">• "I've had to deal with so many painful integrations with other departments' databases and software."
<p data-bbox="245 1203 708 1339">COMMON OBJECTIONS Why wouldn't they buy your product/service?</p>	<ul data-bbox="829 1150 1425 1383" style="list-style-type: none"><li data-bbox="829 1150 1425 1241">• "I'm worried I'll lose data transitioning to a new system."<li data-bbox="829 1247 1425 1383">• "I don't want to have to train the entire company on how to use a new system."

Example of Tailored Marketing Pitch

Name of Persona	SAMPLE SALLY
<p data-bbox="261 690 688 726">MARKETING MESSAGING</p> <p data-bbox="224 741 729 831">How should you describe your solution to your persona?</p>	<ul data-bbox="829 569 1289 659" style="list-style-type: none"><li data-bbox="829 569 1289 659">• Integrated HR Database Management
<p data-bbox="329 1171 623 1207">ELEVATOR PITCH</p> <p data-bbox="188 1222 764 1262">Sell your persona on your solution!</p>	<ul data-bbox="829 989 1446 1283" style="list-style-type: none"><li data-bbox="829 989 1446 1283">• We give you an intuitive database that integrates with your existing software and platforms and lifetime training to help new employees get up to speed quickly.

Create a Buyer Persona Background

Name of Persona	Persona 2
BACKGROUND Job? Career path? Family?	<ul style="list-style-type: none">• Job• Career Path• Family life
DEMOGRAPHIC Male or female? Age? Income? Location?	<ul style="list-style-type: none">• Gender• Age• Income• Location
IDENTIFIERS Demeanor? Communication preferences?	<ul style="list-style-type: none">• Demeanor• Communication Preference

Create Example of Goals

Name of Persona	Persona 2
<p>GOALS Primary goal? Secondary goal?</p>	<ul style="list-style-type: none">• Primary Goal• Secondary Goal
<p>CHALLENGES Primary challenge? Secondary challenge?</p>	<ul style="list-style-type: none">• Primary Challenge• Secondary Challenge
<p>WHAT CAN WE DO ...to help our persona achieve their goals? ...to help our persona overcome their challenges?</p>	<ul style="list-style-type: none">• What we can do point 1• What we can do point 2

Making it Real

Name of Persona	Persona 2
<p data-bbox="241 842 711 930">REAL QUOTES About goals, challenges, etc</p>	<ul data-bbox="829 558 1019 999" style="list-style-type: none"><li data-bbox="829 558 1019 594">• Quote 1<li data-bbox="829 758 1019 793">• Quote 2<li data-bbox="829 961 1019 997">• Quote 3
<p data-bbox="245 1499 708 1640">COMMON OBJECTIONS Why wouldn't they buy your product/service?</p>	<ul data-bbox="829 1243 1243 1587" style="list-style-type: none"><li data-bbox="829 1243 1243 1278">• Common Objection 1<li data-bbox="829 1545 1243 1581">• Common Objection 2

Create Your Marketing Messages

Name of Persona	Persona 2
<p>MARKETING MESSAGING How should you describe your solution to your persona?</p>	<ul style="list-style-type: none">• [Type in your marketing message]
<p>ELEVATOR PITCH Sell your persona on your solution!</p>	<ul style="list-style-type: none">• [Type in your elevator pitch]

Get creative

So, what are you waiting for? Why not download the templates and have a go at creating an online persona for your business.

Find out more about digital marketing for your business at
www.smartcowmarketing.com



About Us

Smart Cow Marketing is a digital marketing agency based in Croydon, London providing services for accounting, legal and other professional service industries.

Smart Cow Marketing is your trusted Digital Marketing Expert, using our experience and expertise to gain you more qualified leads.

Smart Cow works as your digital marketing department, building cost effective marketing strategies to provide you with a good return on investment. We have flexible approach that allows us to focus on each of the different parts of a digital campaign where and when appropriate.

Smart Cow Marketing has over a decade of IT and marketing experience. We provide targeted reports on your online presence and can provide solutions for areas of improvement. We have a team of marketers with experience in construction, food & drink and accountancy industries to create effective campaigns and quality content. We are Google AdWords, Hootsuite and email marketing certified to name a few as well and many years' experience in web development and design.

[Get Your Assessment](#) with an Inbound Marketing Specialist.

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Can we help you?

If you feel that the information in this book was of use, then please feel free to get in touch with us so you can see how our inbound marketing approach can help grow your business.

Our tailored campaigns will get your business noticed online and bring new enquiries to your website. We are experts in many areas that build up the digital marketing suite including: Website design and development, SEO, Social Media marketing, Email Marketing and Pay Per Click.



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