

# DEFINITIVE GUIDE TO CREATING BUYER PERSONAS



Searchers



Browsers



Wanderers



Price hunters



First timers

In order to grow your business and be the best in your market, it is crucial to segment your audience and define the same. Having a clearly defined target audience is critical to driving effective customer acquisition and retention. It allows you to tailor your content, messaging, product development, and services according to the specific needs and behaviour of different target segments.

This is exactly where the need of a buyer persona arises.

**“A buyer persona is nothing but mapping out the ideal characteristics of your target audience.”**

It involves collecting information like the demographics of your audience, their digital activity, life choices, things they care about, challenges they face and products they look out for.

Basically, a persona constitutes a comprehensive summary of the present and future aspirations of your target customer.

Now that we realise the importance of a buyer persona for B2B and B2C businesses, the next question that pops up is **how to draw a customer persona?**

A lot of businesses “get out of the room” and talk to their potential customers to know more about them. However, smaller businesses and startups don’t necessarily have the bandwidth to do so. It is possible to draw a buyer persona by brainstorming thoroughly about your business.

Let’s draw out a standard framework that works great for both B2B and B2C businesses.

A comprehensive template you could follow looks like this:

**NAME**  
**OCCUPATION**

**DEMOGRAPHICS:**  
AGE  
GENDER  
EARNINGS  
LOCATION  
EDUCATION  
MARTIAL STATUS

**GOALS AND CHALLENGES**

**BUYING BEHAVIOUR**

**MARKETING MESSAGE**

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As you can see, the persona starts with the personal details of your target customer. Name and job title of the person to name a few and then narrows down to :

- **Demographics** including location, education, earnings, marital status etc.
- **Goals and challenges** including what the value system of your customer is, what do they fear and their challenges.
- **Buying behaviour** : This part highlights the factor(s) which drives your customer to make a purchase from you.
- **Marketing message** : This part talks about how and where to pitch your ideal customer once you know them.

Now that we've got a hang of what an ideal buyer persona comprises of, let's dive into some examples to see how this template fits into the real world.

## B2B Examples Of Buyer Persona

### Example 1: Product Business

Let's first take up a SaaS platform which helps marketers with social media automation. So keeping the above template into consideration, who is an ideal customer in this case?



**SARAH BOLTON**  
SOCIAL MEDIA  
MARKETING MANAGER

**DEMOGRAPHICS:**  
AGE: 24-32  
FEMALE  
\$40,000- \$60,000/YR  
URBAN CITY  
MASTER'S DEGREE  
MARRIED, NO KIDS

**GOALS AND CHALLENGES**

- Find better social media content.
- Increase content engagement.
- Automate time-consuming tasks.

**BUYING BEHAVIOUR**  
Looks for products that are user-friendly and offer efficient functioning.

**MARKETING MESSAGE**  
How social media automation can save time for her.

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Here's what you are looking for:

1. Name and Occupation : Sarah Bolton , Social Media Marketing Manager
2. Demographics : Age 24-32 years, female, earnings between \$40,000- \$60,000 per year, urban city, master's degree, married with no kids
3. Goals and Challenges : Find better social media content, increase engagement of her content, automate time consuming tasks.
4. Buying behaviour: Looks for products that are user-friendly and brings all the social channels over the same platform for efficient functioning.
5. Marketing message : How social media automation can help Sarah save time and focus on more important tasks.

## Example 2: Service Business

Next up let us consider a consulting firm that helps technology companies in making better business decisions.



**JAMES CODE**  
**BD HEAD**

**DEMOGRAPHICS:**  
AGE: 25-35  
MALE  
\$70,000- \$120,000/YR  
TIER 1 CITIES  
GRADUATE AND ABOVE  
MARRIED WITH KIDS

**GOALS AND CHALLENGES**

- Grow company revenue with better decisions.
- Improve employee efficiency.

**BUYING BEHAVIOUR**

Evaluates multiple options by comparing prices and other features.

**MARKETING MESSAGE**

Case studies from similar industries to improve business development & operations.

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In this case, this is how we should break down the persona:

1. Name and Occupation : James Code , Business Development Head
2. Demographics : Age 25-35 years, male, earnings between \$70,000- \$120,000 per year, tier 1 cities, graduate and above, married with kids
3. Goals and Challenges : How to grow the company revenue with better decisions? How to improve employee efficiency and company processes?
4. Buying behaviour: Evaluates multiple options by comparing price and other features aligning with their needs. A demo + free trial would be a good way to convince.
5. Marketing message : Case studies from similar industries on how they improved business development and operations.

**Bonus tip:** The above customer personas can be created in much more detail. For example, in the case of the first tool, you could include (other than the social media manager) the digital marketing head, marketing automation head, CMO etc. in your customer persona as well.

This would depend entirely on the fact that how big is the size of your target business and who are the business decision makers in the same.

Let's venture into some B2C examples now and test our buyer persona template here:

## **B2C examples of buyer persona**

### **Example 1: E-commerce**

The first thing that strikes my head when I think of B2C is an E-commerce firm.

Say our E-commerce firm sells baby products online and product delivery is available in urban/tier 1 cities. In this case, who is your customer?

Parents? Absolutely right!

But are all parents (of young children) your audience? No!

Your target audience is parents who

- Are busy enough to make time for physical shopping. Does that say something about the nature of their work/job roles? Of-course yes.
- Are digitally/tech savvy enough to place their trust in a platform like yours.
- Have kids in an age range for which your company has the best products at a price better than competitors.

**ADELE TAYLOR**

**MANAGER/TEAM LEAD/  
SENIOR MANAGER/CEO**



**DEMOGRAPHICS:**

**AGE: 25-35**  
**FEMALE**  
**\$70,000- \$120,000/YR**  
**TIER 1 CITIES**  
**GRADUATE AND ABOVE**  
**MARRIED WITH 1-2 KIDS**  
**UNDER 7 YEARS**

**GOALS AND CHALLENGES**

- Looking for work-life balance
- Saving time for shopping & other chores.

**BUYING BEHAVIOUR**

Looks for competitive prices, money-back/return guarantee & other premium services.

**MARKETING MESSAGE**

Provide value with quality baby products to save time & money.

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So your buyer persona goes as follows:

1. Name and Occupation : Adele Taylor, Manager/Team Lead/Senior Manager/CEO
2. Demographics: Age 25-35, female, earnings between \$70,000-\$120,000 per year, tier 1 cities, graduate and above, married with 1-2 kids under 7 years of age
3. Goals and challenges : Looking for work life balance, finding enough time for home, saving time for shopping and other chores.
4. Buying behaviour: Looks for competitive prices, free home delivery, money-back/return guarantee and other premium services.
5. Marketing message : Provide value to them with quality baby products to save time and money.



## Example 2: App Business

The next example we take is that of a travel app. An app that allows travellers to customize their trips and itineraries when travelling to India, US and Europe.

So whom do we target here?

**ANDREW SMITH**  
**CORPORATE EXECUTIVE**

**DEMOGRAPHICS:**  
AGE: 25-35  
MALE  
\$60,000/YR  
TIER 1 CITIES  
GRADUATE AND ABOVE  
SINGLE OR MARRIED

**GOALS AND CHALLENGES**  
Looks for customizable differentiated & hassle-free holidays.

**BUYING BEHAVIOUR**  
Looks for a user-friendly app which offers easy personalisation of travel itinerary.

**MARKETING MESSAGE**  
Providing fixed travel packages that are easy to customize.

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1. Name and Occupation : **Andrew Smith**, Corporate Executive
2. Demographics: Age 25-35 years, male, earnings higher than \$60,000 per year, tier 1 cities, graduate and above, single or married
3. Goals and challenges : Looking for customizable, personalised, differentiated and hassle-free holidays.
4. Buying behaviour: Looks for a user-friendly app which runs smoothly and offers easy personalisation of travel itinerary with trip assistance.
5. Marketing message : Provide them with fixed travel packages that are easy to customize in terms of holiday duration and places to see.



## **In A Nutshell:**

Buyer personas help you to closely evaluate the challenges and troubles your customers are facing. As a result you find better solutions for them and in this process everyone wins. Invest your time and resources to build a persona that mirrors your actual customer. Once you have them in place, act on them by using specific marketing strategies and by empathizing with customers as they go through your funnels.

At the end of the day, realise that the ultimate goal of building a buyer persona is to humanize your marketing with a more engaged user for your business.