

CUSTOMER PERSONA



Using customer personas when you're creating your marketing materials ensures that your marketing strikes a chord with your intended target audience and drives them to act. Gather this information through surveys, online research and interviews. If you target more than one customer segment, create a persona for each one.

Persona name

It helps to give your persona a name, such as Finance Manager Fred, Architect Annie or Sustainability Manager Mary.

Summary

A one paragraph summary of who they are, with brief details of their professional and personal life.

Demographics and job profile

Male or female? Age? Location? Sector? Seniority? Etc.

Motivations

What gets them out of bed in the morning? What are their ambitions? How do they measure success?

Pain points and challenges

What wakes them up in the middle of the night? What are their daily challenges? What's the one key problem they want solving?

How we can help

How does your business help solve those challenges and fulfil those motivations?

Customer quotes

Mirror the type of language your customers actually use in your marketing materials to really resonate with them.

Typical objections

What are the typical objections this customer segment usually has? Worried about getting buy-in from colleagues? Not enough time to try a new product or service? Put in place strategies to handle these objections before they come up.

Elevator pitch

Plan an elevator pitch tailored to the characteristics of this audience.