

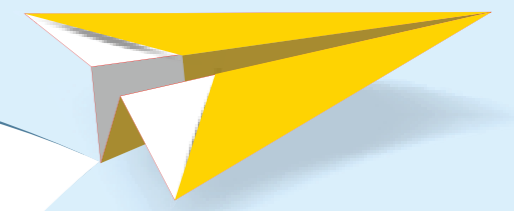
Increase sales by identifying your target audience

**BUYER PERSONA
TUTORIAL + TEMPLATE**

**POSTMEDIA
SOLUTIONS**

Contents

- 04 ▶ What is a Buyer Persona?**
- 05 ▶ How do I create a Buyer Persona?**
- 06 ▶ Company Background**
- 11 ▶ Complete your Personas**
- 12 ▶ Persona**
- 16 ▶ Next Steps**
- 17 ▶ Appendix A**
- 18 ▶ Persona #1**
- 22 ▶ Persona #2**
- 26 ▶ Persona #3**
- 30 ▶ Persona #4**



BUYER PERSONA

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BUYER PERSONA

What is a buyer persona?

A buyer persona is a fictional representation of a customer type based on your target audience, whether current or ideal. It is created according to your company vision, market research and data to strategically develop programs that speak directly to your target audience.



How do I create a buyer persona?

Creating a buyer persona requires a deep understanding of both the company and target customer.

This template guides you through the exercise of defining what your company is about, digging into the experience(s) of key players on your team and finally, create your very own buyer personas.



COMPANY BACKGROUND

Tell us about your business

In this section, write a few sentences about your business. This can include your mission statement, vision and values. This helps your customer understand what your company represents. What do you do? What makes you unique? Why should a customer choose your business over another? How do you support your customers and meet their needs? Feel free to also add imagery to add visual context. We will be using Earth & Co as a model to illustrate the process of crafting a detailed buyer persona.

Green Living at its Best

Earth & Co. (Example)

At Earth & Co. our passion is sustainable living. We source only the best quality zero waste and recycled products for our customers because like you, we're committed to doing our part to reduce our environmental footprint.



Team Brainstorm

Identifying your key members

Using the next page, identify 3-4 key members on your team from different areas of your company to help you identify your personas. Choosing people from different departments such as sales, HR, marketing, etc. to help you develop a full picture of who your clients really are.

Find your Team

Ex. Sales Manager

Jordan our sales manager will give us insights on the customers that come into the store and have the best shopping experience.



Brainstorm

Have a targeted brainstorming session to develop detailed buyer personas aligned with your company's core values and unique selling propositions. This approach will refine your marketing strategies and enhance communication effectiveness.

Persona 1	Persona 2	Persona 3	Persona 4	Persona 5	Persona 6	Persona 7
<ul style="list-style-type: none">• Name	<ul style="list-style-type: none">• Name	<ul style="list-style-type: none">• Name	<ul style="list-style-type: none">• Name	<ul style="list-style-type: none">• Name	<ul style="list-style-type: none">• Name	<ul style="list-style-type: none">• Name
<ul style="list-style-type: none">• Age	<ul style="list-style-type: none">• Age	<ul style="list-style-type: none">• Age	<ul style="list-style-type: none">• Age	<ul style="list-style-type: none">• Age	<ul style="list-style-type: none">• Age	<ul style="list-style-type: none">• Age
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<ul style="list-style-type: none">• Interests	<ul style="list-style-type: none">• Interests	<ul style="list-style-type: none">• Interests	<ul style="list-style-type: none">• Interests	<ul style="list-style-type: none">• Interests	<ul style="list-style-type: none">• Interests	<ul style="list-style-type: none">• Interests
<ul style="list-style-type: none">• Other personal, background information	<ul style="list-style-type: none">• Other personal, background information	<ul style="list-style-type: none">• Other personal, background information	<ul style="list-style-type: none">• Other personal, background information	<ul style="list-style-type: none">• Other personal, background information	<ul style="list-style-type: none">• Other personal, background information	<ul style="list-style-type: none">• Other personal, background information

Research

Data Researching

Fact check your findings by researching data on your clients, learning about current trends in your industry, and diving deep into the behaviours of who your customers are. Make sure your research is current so your decisions are based on an accurate depiction of your personas behaviours.

Data & Insights

Collect data through surveys, or using online resources like ThinkWithGoogle. Ex. Millennials are driving [this trend of eco shopping] and filling approximately 60% of their shopping cart with these products, older generations are also eating and living clean—34% of Generation X shops organic. (<https://www.stellarising.com/blog/infographic-the-eco-conscious-consumer-wmi>)



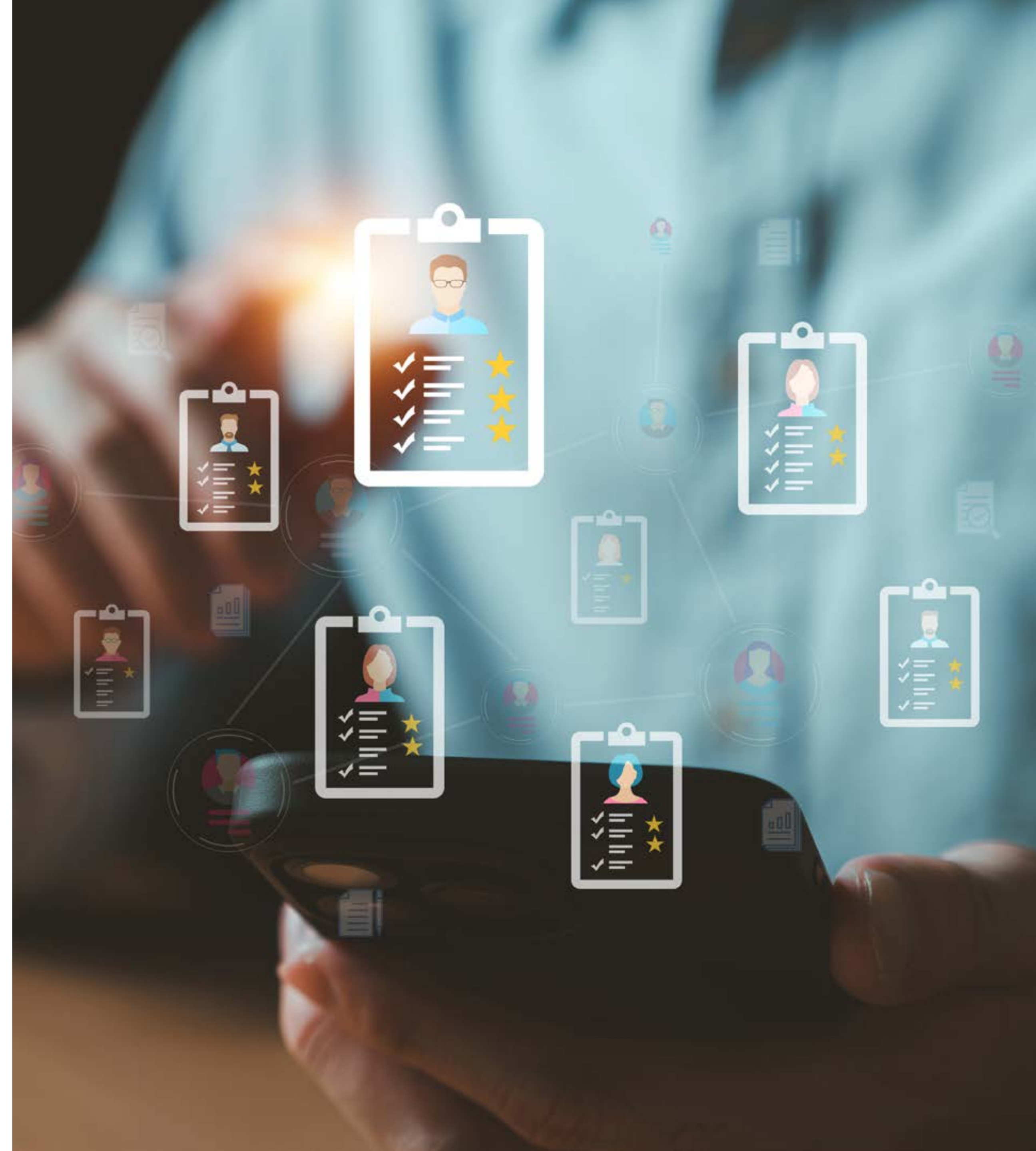
Buyer Persona Avatar

Narrowing down ideas

In this section, compile your ideas and research to help narrow down which personas you would like to create in full detail. To begin, create a short profile of each persona so you have a high level description of who they are. Don't be afraid to go back and brainstorm or research if you don't feel confident about these profiles. The more thought you put into this exercise, the more precise your personas will be.

Ex. Maria, The Eco Enthusiast

Ex. Maria is the millennial shopper who is passionate about the environment and makes an effort to ensure all her purchases are eco-friendly.



COMPLETE YOUR PERSONAS

Let's take a deep dive

In this section, take the personas you created and do a deeper dive into who they are, what they are looking for, why they would shop/use your services, and how best to communicate with your personas.



Section 1: Who?

What best describes this persona?

Maria, The Eco Enthusiast (Example)

Background

- Makes eco-friendly choices in all areas of their lives

Demographics

- 25-40 years of age
- Income 55k-85k
- Millennials/Gen Z

Identifiers

- Smart car, bike or uses public transportation
- Exercises regularly
- Takes vitamins and minerals

Section 2: What?

What are the personas goals and challenges. What does your business offer that address these?

Maria, The Eco Enthusiast (Example)

Goals

- Avoid products that have been tested on animals
- Use sustainable and recycled products only
- Consume organic fruits and vegetables

Challenges

- Healthy and natural products cost more
- Difficult to find one destination to purchase eco-friendly products for the household and family

What we can do

- Provide eco-friendly and organic products for all lifestyles
- Educate clients about long term savings and reduction in waste
- Offer discounts on monthly refills/orders

Section 3: Why?

Identify real quotes and objections from each persona. This will help you to identify how your business can respond to those objections.

Maria, The Eco Enthusiast (Example)

Real Quotes

- “I love shopping here but it is really expensive”

Objections

- Customers who order monthly refills on groceries, beauty, and household get 15% off on their orders

Section 4: How?

How can you effectively engage with these personas using strategic methods?

Maria, The Eco Enthusiast (Example)

Marketing Message

- You can live a more sustainable life in all areas.

Elevator Pitch

- You can live a more sustainable, and eco-friendly lifestyle in all areas by committing to only buying products that have the environment in mind. We have sustainable items from clothing to household products.

NEXT STEPS

Here's what to do next

Finalize your Personas

Create a final version of the personas that your company can reference when making business decisions. It's important the organization agrees on the personas. Review and sign off with identified key stakeholders.

Share

Share your personas with your whole team so that there is a deep understanding for who your ideal customers are.

Reference

Reference these personas when making marketing, sales and other business decisions to ensure you are keeping your target audience in mind.

Update

As most things in life, your personas can change. Review and update your personas annually.

Persona templates

Now that you have identified your personas, and seen an example of an in-depth buyer persona, it's your turn to complete your personas.



Section 1: Who?

Background

Demographics

Identifiers

Section 2: What?

Goals

Challenges

What we can do

Section 3: Why?

Real Quotes

Objections

Section 4: How?

Marketing Message

Elevator Pitch

Section 1: Who?

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Section 3: Why?

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Section 4: How?

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Section 3: Why?

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Demographics

Identifiers

Section 2: What?

Goals

Challenges

What we can do

Section 3: Why?

Real Quotes

Objections

Section 4: How?

Marketing Message

Elevator Pitch



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