

outset

The business start-up experts

GUIDE



Buyer Personas

A tool for more effectively
targeting your customers

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“ YOU TALKIN’ TO ME? ”

Whether you’re developing a new product or service, designing the artwork for your website or advertising campaign, drafting a new customer email or planning your marketing channels, it’s essential to have a clear vision of who you’re talking to and what will resonate with them.

Creating a buyer persona is a great way of organising this information and helping your business target prospective customers more effectively.

What is a buyer persona?

A fictional, generalised profile of your ideal customers, founded on real word insights from existing customers and other market research, designed to help you make more informed, customer oriented business decisions. Buyer personas break down all the features of your key customer segments: who they are, what they do, their interests, goals and challenges, where you can find them and what appeals to them, and importantly – how your product or service meets their needs.

Why is it worth your time?

Creating buyer personas:

- Ensures that everything you do is customer oriented
- Keeps all parts of your business on the same page
- Helps you tailor your messages to the right audience
- Allows you to prioritise activities based on what will be most effective
- Gives you a checklist for making important decisions



Things to keep in mind:

- Most businesses target a range of different customer segments, meaning you need to create multiple personas. The trick is to strike the right balance! Too many personas might mean you are trying to do too much or target really niche, unprofitable segments; too few and you might find that your activities become so generic that they don’t resonate strongly with anyone. Common practice is to build between 3-5 personas.
- While you probably have a gut instinct about who your ideal customers are, buyer personas work most effectively when they’re based on real insights and data.
- Being able to visualise your personas is one of the best ways of ensuring they’re effective. Find a photo that you think personifies all the qualities you’ve described and give each persona a name – it’ll make it easier for everyone to remember too!
- Personas are only successful if everyone in the company understands them and uses them consistently. Think of some fun ways of sharing them with your team – posters for the walls? Mugs with each persona printed on them? Some funny home made videos?
- Remember – just like your business plans, your personas may change and develop over time. Review your personas regularly to ensure they still make sense – for the market and for your business.

How will you research your personas? Surveys? Focus groups? Observations? Online?



TEMPLATE

PROFILE

Basic information that paints a picture of your ideal customer.

- Name:
- Age:
- Gender:
- Income:
- Job:
- Education:
- Marital status:
- Location:
- Interests:

Use a real life image to personify your ideal customer and make your persona more tangible.



FROM THE HORSE'S MOUTH

Real live quotes from this customer that articulate their goals, pain points and general experience – in their words.

SPOTTING THEM IN THE WILD

- Typical attitudes, buzzwords or mannerisms for this customer?
- Places you might find them or media they read, watch or listen to?

GOALS

- What is this customer trying to achieve?
- What does success look like?

PAIN POINTS

- What gets in the way of this customer realising his or her goals?
- What are the biggest sources of frustration?

Interviews, focus groups and surveys are all great ways of uncovering this information.



OUR SOLUTION

- How does your product or service help the customer achieve their goals and overcome their pain points?

KEY SELLING POINTS

- What are the features of your product or service that will resonate the most?

OUR OFFER – IN A NUTSHELL

- A simple 1-2 sentence statement that describes your solution and keeps everyone on the same page.

Ensuring everyone in your team is delivering a consistent message to target customers is key to building your brand.

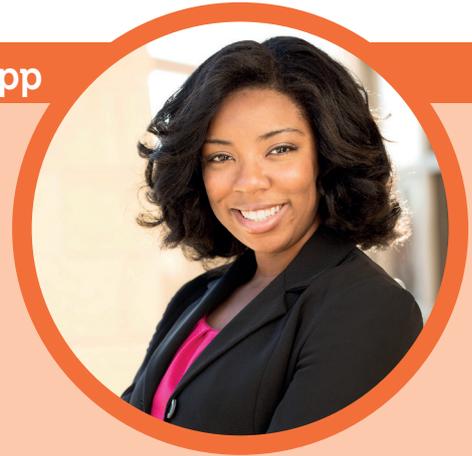




EXAMPLE: Buyer persona #1 for a new fitness app

PROFILE

Name: Adele
Age: 35
Gender: Female
Marital status: Married, two kids under 10
Location: Suburbs
Job: Marketing Director for a mid-tier software company
Income: £50,000 p.a.
Education: Masters degree in Marketing
Interests: Wine tasting, listening to podcasts



FROM THE HORSE'S MOUTH

"I try to get to the gym at lunch but usually my meetings run over."

"My phone is my life, it's how I manage my schedule."

"I'd love to fit in my little black dress from four years ago."



SPOTTING THEM IN THE WILD

- Time-poor, plate-spinner
- Devoted mother
- Health conscious

GOALS

- Lose weight and stay fit
- Quality family time

PAIN POINTS

- Finding time to exercise around a busy family and work schedule
- Money wasted on gym memberships

OUR SOLUTION

- A mobile health and fitness app with a 20-week programme of workouts and nutritious recipes.

KEY SELLING POINTS

- 30-minute mobile workouts sessions
- Syncs with your music library
- Healthy, family friendly recipes

OUR OFFER – IN A NUTSHELL

- We help you look good and feel good with a fitness programme you can access any time, anywhere for a quarter of the price of a monthly gym membership, with easy recipes your kids will love.



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