

# WHAT IS A BUYER PERSONA?

A Buyer Persona is a fictional profile of a person who represents an ideal target audience for your product or services.

The profile will include that person's demographics - for example, their age, gender, occupation, salary, marital and family status. It will also include details like their goals, motivations, challenges, core values and even their fears.

By creating a Buyer Persona, you are shifting your thinking from seeing your customers as broad groups of people with various shared characteristics, to considering them as individuals, each with their own specific needs.

#### **DEMOGRAPHICS**

Age: 34

Gender: Female

Marital Status: Married Children: Yes / Two Employed: Yes

Occupation: Admin Assistant Income: \$53,786 annually Location: Windsor, Ontario

#### **FAVOURITE MEDIA**

Social Media: Facebook, Instagram, TikTok

Websites: Windsor Star. BuzzFeed. Runners World

Television: HGTV, Food Network,

crime dramas Print Media: none

#### **HOBBIES**

Running (twice weekly) Travelling Walking the dog Gardening

#### **OVERVIEW**

Jackie is a married mother of two, with a full time job as an Administrative Assistant, while her husband works full time as an Auto Body Technician. They reside in a bungalow in East Windsor.



# Hi, I'm Jackie!



# **GOALS & MOTIVATIONS**

better the environment.

Jackie comes from a large

values. She is an active

family with traditional family

individual, and places value on being outside, exploring

nature, and finding ways to

**CORE VALUES** 

Jackie is content with her current job but she would like to continue to progress her career. Jackie's main priority is ensuring the best quality of life for her two young children. She strives to provide them with the best opportunities possible so that they may grow into well-rounded individuals.

#### **CHALLENGES & PRESSURE POINTS**

Jackie and her husband both work full-time in order to provide their family with their desired quality of life, however neither of their jobs allow for flexible working hours. While they have a comfortable life, it can be difficult to save for extra activities such as family holidays.



# **QUESTIONS TO ASK**

We have compiled a list of key questions to consider when you are creating a Buyer Persona.

#### WHO ARE THEY?

- · What is their age?
- · What is their gender?
- Where do they live (i.e. location)?
- What is their job title?
- How much do they earn monthly / annually?
- What industry do they work in?
- What skills do they need to perform their job?

#### **FAMILY LIFE**

- · What is their marital status?
- Do they have children?If so, how many and what ages are they?
- What type of home do they live in?
- If they have a partner, what is their employment?
- Do they have any pets?If so, what type of pets are they?

#### **HOBBIES AND INTERESTS**

- What type of hobbies or interests they have?
- Do they belong to any groups or organizations?

#### PROFESSIONAL ASPIRATIONS

- What goals do they have on a professional level?
- What will it mean to be successful in their role?
- How do they intend to reach their aspirations (i.e. further education, online learning, etc.)?

## PERSONAL DREAMS AND ASPIRATIONS

- What goals and aspirations do they have on a personal level?
- What goals and aspirations do they have with regard to friends and family?

### **CHALLENGES AND PRESSURE POINTS**

- Do they have any long-term concerns or worries about the future?
- Are there any recurring stressors in daily life (i.e. financial struggles, childcare, etc.)?

#### **FAVOURITE BRANDS**

- · What are their favourite brands?
- Why (i.e. price, size, availability, brand recognition)?

#### INFORMATION

- What sources of information do they value the most (i.e. websites, social media, opinions of friends, etc.)?
- How do they interact with suppliers/vendors (i.e. complete online forms, email, phone, face-to-face)?
- Do they prefer to use the internet to perform research before interacting with suppliers/vendors?

#### **SOCIAL MEDIA PLATFORMS**

- What social media platforms do they use?
- Do they use these daily, weekly or not often?
- Do they participate in these platforms (i.e. post comments/photos) or do they simply observe?

#### **FAVOURITE WEBSITES**

- What are the websites that they regularly visit?
- · Why do they enjoy these websites?

### TV, PRINT AND ONLINE PUBLICATIONS

- What television programs do they regularly watch?
- What online publications or print media do they regularly read?

## FEELING OVERWHELMED?

We understand that creating a Buyer Persona can feel like a daunting task.

### It's okay - we're here to help!

Please don't hesitate to contact us at 519-969-4430, or book a **FREE consultation with our SEO team** so that we can help get you moving in the right direction.

**Book a FREE Consultation!**