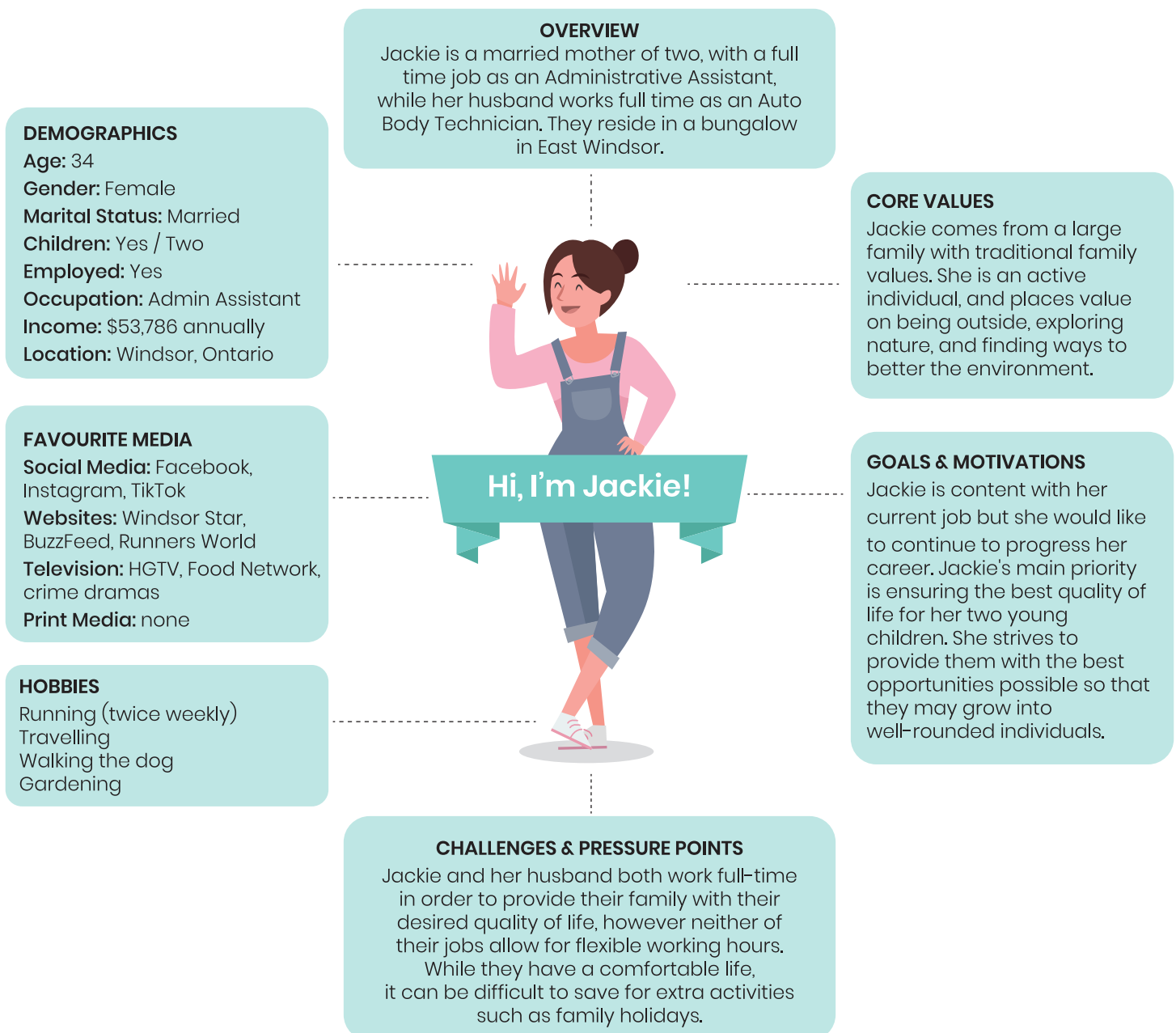


WHAT IS A BUYER PERSONA?

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.**



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!