

Buyer Persona Exercise



Follow these steps below and you'll have a set of personas in no time!

- 1) Sit down and think about your existing customers and make a list of all the different variants you can think of – Gender, demographics, age, type of person/business. The best way to work out if they are noticeably different enough to make them separate personas is would you speak to them the same way, would you sell them the same thing? Do they care about the same things? If not...they are separate.
- 2) Once you have these different variants it will give you a rough idea of how many different possible personas you may cover with your business marketing.
- 3) Break them down. Think of your best clients (if you're a B2B ongoing services) or your more common types of customer (if you're B2C one-off buyers).

Remember the point of doing this exercise is for Market, Message, Media.

Market – Who are they

Message – What will resonate with them

Media – Where will they see it

Market

Fill out their details on this page (on the next page is this put into a table you can print off as many copies as you like and scribble all over)

Name	
Gender	
Age	
Demographic	
Service/Need	
Common Behaviours	
Interests	
Career	
Situation	
Average Spend	

On the next page you'll find an example I've done for you.

I am a marketing business and my example is Restaurant owner in Stratford-Upon-Avon – when you write it you need to imagine them as a customer and what problem/need they have that you can/have solved.

Overview: Business Owner of a Restaurant in Stratford – typically targets B2C. Needs loyalty and one-off custom.

Name	Molly	
Gender	Female	
Age	37	Helps with Media
Demographic	Stratford-Upon-Avon	Where do they live?
Service/Need	Online Marketing, Video Adverts & Offers	What do you do for them?
Common Behaviours	Really particular about brand colours, but likes fun/vibrant marketing and wants her ideas to stand out	What are they like as a customer?
Interests	Cooking and cycling (So in regard to media I may post stuff on Pinterest because there's a lot of food recipes on there)	Personal hobbies – knowing this can help you with your media choices
Career	Restaurant owner	
Situation	Not getting enough customers in the week, business isn't growing	What is their situation? What problem are you helping them solve – helps with message
Average Spend	£750-1000 pm	This will help you know what you can afford to pay per customer in regards to marketing

Message

Once you've filled these in, you can start really thinking about all the different messages that would resonate with them

For example: If I was targeting the Molly's of the world I'd say

"Stand out marketing videos to get people to your restaurant"

"Need some more customers in the week, check out these offer ideas for restaurants"

"Do you own a restaurant in Stratford? I may just have the perfect marketing solution to solve all your problems!... Interested? Click here to XXX"

Then once you've crafted your perfect messages/images/video content... now you need to work out where they are likely to see it.

Media

Online?

Facebook, Amazon, Twitter, Insta, LinkedIn, Emails, Forums, Google?

Offline?

Flyers, Brochures, Booklets, Public places (Libraries/hospitals/shop windows/coffee shops)

Really think about where these people hang out, this is where their interests could be your best friend when it comes to getting your message in front of them.

My last tip for you – is get visual.

Use this table, print it off as many times as you like and create a buyer persona board. If you have a marketing/sales team – work together on updating it every time you get a new 'different' customer and use it as a guide.

Regarding your marketing, ALWAYS start with your buyer personas. Once you have 3 personas (that's three different types of people who would buy your product or service) it will help you massively with writing targeted messages.

If you have a marketing team, encourage them to write every single campaign by looking at this board (or book if you don't have a lot of wall space) and make sure they are targeting the right people before they start.

And remember, Rome wasn't built in a day.

If you want to do this properly, just start. Don't worry that you may have 50 different personas, just try and come up with 3 to start off with...and just build up. Make it a goal to write 3 personas every week, you'll soon have the best marketing strategy targeting all the right people.

Print your personas table off on the next page...

And if there is anything we can do to help point you in the right direction or work with you on crafting your personas/marketing messages, just email emma.sansom@flamingostrategies.co.uk or fill in an enquiry form on our website: www.flamingostrategies.co.uk

All the best with your persona building!

Emma x



Buyer Persona Form

Market

Overview:

Name	
Gender	
Age	
Demographic	
Service/Need	
Common Behaviours	
Interests	
Career	
Situation	
Average Spend	

Message:

Media: