Buyer Persona Template

Know your target audience so you can really capture their attention with your marketing

By Pronto Marketing
What are Buyer Personas?

Personas are fictional, generalized representations of your ideal constituent. They help you understand your constituents (and prospective constituents) better, and make it easier for you to tailor content to the specific needs, behaviors, and concerns of different groups.

The strongest constituent personas are based on market research as well as on insights you gather from your actual clients (through surveys, interviews, etc.). Depending on your company, you could have as few as one or two personas, or as many as 10.

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How can you use Buyer Personas?

At the most basic level, personas allow you to personalize or target your marketing for different segments of your audience. For example, instead of sending the same nurturing emails to everyone on your list, you can segment by constituent persona and tailor your messaging according to what you know about those different groups.

When combined with lifecycle stage (i.e. how far along someone is in your marketing cycle), constituent personas also allow you to map out and create highly targeted content.

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Personas are created through research, surveys, and interviews of your target audience. That includes a mix of current clients, prospects, and those outside of your contact database who might align with your target audience.

Here are some practical methods for gathering the information you need to develop personas:

- Interview clients, either in person or over the phone, to discover what they like about your company and solutions.
- Look through your database to uncover trends about how certain contacts or members find and consume your content.
- When creating forms to use on your website, use form fields that capture important persona information. (Example: company size)
Let’s start with an example...
Example Persona
Reluctant Randy

SECTION 1: WHO?

BACKGROUND
● CTO for a reasonably successful SMB
● Been with the company for over 15 years and served as the CTO for the last 10 years.
● Enjoys discussing trends and changes in the market
● Attends IT events and conferences at least 2x per year

DEMOGRAPHICS
● Age: 46 years old
● Income: $145K
● Location: Suburbs
● Family man, with a wife and 3 kids
● Enjoys taking an annual family vacation

IDENTIFIERS
● Values relationships and wants to feel extremely comfortable with any decision he makes.
● Wants to know who he's buying from and will choose to buy from like-minded companies that align with his values and beliefs.
● Prefers phone and email communication.
● Not active on social media but he sometimes logs into LinkedIn to catch up on industry trends.
Example Persona
Reluctant Randy

SECTION 2: WHAT?

GOALS
● Manage his heavy workload while still having some time for his family.
● Steady growth for the business with no technical issues or downtime
● Maintain quality for his customers.

CHALLENGES
● His current MSP can’t accommodate his growing need for Cloud services. He’s been happy with his provider but he is reluctantly looking for another company that can offer more.
● He doesn’t look forward to his search for a new MSP because he doubts he’ll find a company that cares. Personal connection is very important and it’s something he has with his current provider.

WHAT CAN WE DO
● Demonstrate that you have long-lasting and satisfied customers.
● Focus on showing him social proof by providing testimonials with photos of your customers.
Example Persona
Reluctant Randy

SECTION 3: WHY?

COMMON OBJECTIONS

● Already overwhelmed with work and doesn’t have enough bandwidth to do the due diligence required to select a new MSP.
● He hates delays. He gets very quick response time with his current MSP and worries that he’ll lose that if he decides to move.
Example Persona
Reluctant Randy

MARKETING MESSAGING

- Demonstrate who you are as a company and share real photos of your staff on your website.
- Use case studies of successful and long-term customers and show him your mutual interest in working for the greater good of everyone involved in your partnership.
Now let’s create your personas ...
Persona #1

SECTION 1: WHO?

BACKGROUND

DEMOGRAPHICS

IDENTIFIERS
Persona #1

SECTION 2: WHAT?

GOALS

CHALLENGES

WHAT CAN WE DO
Persona #1

SECTION 3: WHY?

REAL QUOTES

COMMON OBJECTIONS
Persona #1

SECTION 4: HOW?

MARKETING MESSAGING

ELEVATOR PITCH
Persona #2

SECTION 1: WHO?

BACKGROUND

DEMOGRAPHICS

IDENTIFIERS
Persona #2

SECTION 2: WHAT?

GOALS

CHALLENGES

WHAT CAN WE DO
Persona #2

SECTION 3: WHY?

REAL QUOTES

COMMON OBJECTIONS
Persona #2

SECTION 4: HOW?

MARKETING MESSAGING

ELEVATOR PITCH
Persona #3

SECTION 1: WHO?

BACKGROUND

DEMOGRAPHICS

IDENTIFIERS

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SECTION 2: WHAT?

GOALS

CHALLENGES

WHAT CAN WE DO
Persona #3

SECTION 3: WHY?

REAL QUOTES

COMMON OBJECTIONS
Persona #3

SECTION 4: HOW?

MARKETING MESSAGING

ELEVATOR PITCH
Want to see how personas can fit into your larger marketing plan?

One of Pronto’s marketing specialists is happy to offer a free marketing assessment to look at your current marketing and review how you could be:

- Using your member personas to increase traffic to your website
- Converting strangers on your site into leads for your organization
- Using email to nurture first-time site visitors and leads into fully-committed constituents
- Engaging current constituents through personalized online experiences and email automation.
- And more!

You can book 30 minutes here >>> [https://www.prontomarketing.com/call/](https://www.prontomarketing.com/call/)