

# BUYER PERSONAS

UNDERSTANDING YOUR  
BUYER AND HOW THEY  
MAKE DECISIONS



**SHAKE**  
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Buyer personas are fictional,  
generalized representations of  
your ideal customers.

They help you understand your  
customers (and prospective  
customers) better.

*HubSpot*

# BUYER PERSONAS IMPACT YOUR BUSINESS

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Businesses that successfully implement buyer personas have seen tremendous results.

Improve email  
open rates by:

**2x**

Reduce lead  
conversion by:

**72%**

Increase sales  
leads by:

**124%**

*Sources: Single Grain, Skytap, Thompson Reuter*



# STEPS TO CREATING A BUYER PERSONA

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Develop a deeper connection with your buyers by spending adequate time in the Discovery phase. It is also important to validate your personas and update them frequently to best reflect your customer base.



## DISCOVERY

- Buyer interviews
- 3<sup>rd</sup> party research
- Sales input
- Internal input



## BUILD BUYER PERSONAS

- Identify personas
- Construct personas: goals, challenges, perceptions, buying behavior, preferences



## VALIDATE

- Use real people in the CRM
- Sales to validate through questions
- Marketing to confirm through data/ analytics



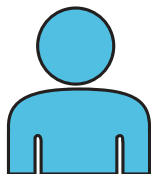
## ONGOING DEVELOPMENT

- Enhance and refine personas as you learn more



# BUYER OVERVIEW

## STEP 1: DESCRIBE YOUR BUYER



**Persona Name:**

### BUYER DESCRIPTION

Describe your buyer, their background, experience, interests and role

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### GOALS & MOTIVATIONS

Career Goals,  
Personal Goals,  
Primary Motivators

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### CHALLENGES

What are their biggest obstacles and challenges?

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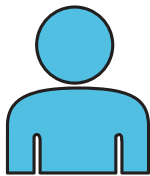
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# BUYER OVERVIEW

## STEP 2: DEFINE THEIR PREFERENCES



**Persona Name:**

### PERCEPTIONS & ATTITUDES

What are their beliefs toward  
our industry/ product?

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### PREFERENCES

Content types preferred,  
What communication  
channels do they prefer?  
Where do they go for  
information?

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### CUSTOMER QUOTE

Pull in a real customer quote.

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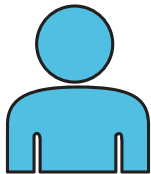
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# BUYER OVERVIEW

## STEP 3: DEFINE THE BUYING PROCESS



**Persona Name:**

### BUYING PROCESS

Who is on the buying team?  
Who influences the decision?  
Who has the final approval?

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### MEASUREMENT

How is their performance  
measured?

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### KEY PROJECTS

Are there key initiatives and  
projects that are important  
and will influence the  
decision?

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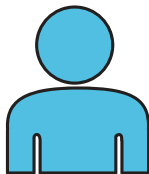
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# BUYER OVERVIEW

## STEP 4: DEFINE HOW DECISIONS ARE MADE



**Persona Name:**

### WHY BUY?

How do they make choices?  
How do they balance risk vs.  
rewards?

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### DECISION CRITERIA

What are they key drivers for  
decisions? How will they  
evaluate solutions?

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### TIMING

Are there common seasonal  
patterns or industry drivers?

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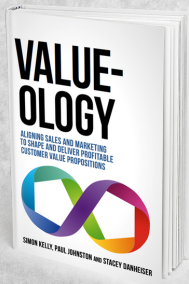
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# FINAL THOUGHTS

Remember, buyer personas are simply a tool to help you better understand your buyer and educate the rest of your organization.

## *Tips to be successful:*

- Personas should be based on *real* customer interviews and feedback
- Explain to your organization why you are creating personas
- Validate and update personas as new data becomes available
- Share with the rest of the organization and teach them how to use personas to make decisions



For more tools and insights, check out our new book,  
*Value-ology: Aligning Sales and Marketing to Shape and  
Deliver Profitable Customer Value Propositions.*  
[www.value-ology.com](http://www.value-ology.com)

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