



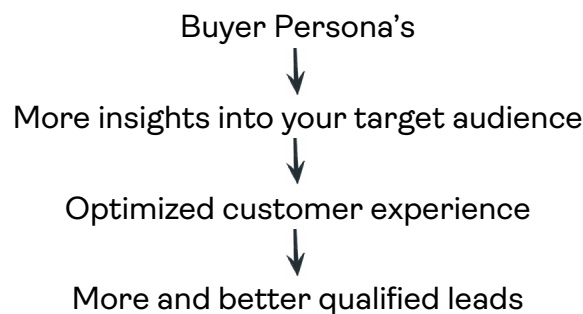
grow impact

Buyer Persona checklist



Buyer Personas help you understand and categorize your customers based on their motivations. Even today, customers make commercial decisions based on emotions, and later, they seek rational elements to justify their choices.

Even in B2B!



Use this checklist with colleagues to describe at least one customer profile in detail. When creating multiple personas, remember that each persona requires its own marketing approach.

Skip irrelevant components but add what is crucial for your offering.

Always think from your customers' perspective: What is important to them, what are their needs?

Demographic Profile

What is the overall appearance of your persona?
In what environment do they operate, and what is their base?

- Age category
- Possible occupations or job profiles
- Spending pattern: how much room is there?

Extra for B2C:

- Gender (if relevant)
- Residence
- Family composition
- Hobbies
- Pets
- Many, few, or no friends

Extra for B2B:

- Sector
- Organization type and size
- Possible job titles
- Roles and responsibilities
- Decision-making authority
- Education
- Career path



Priorities

Why does a prospect seek a product/solution/service like yours?

- What are the priorities of this persona?
- How do they plan to achieve them?
- What does this persona expect from your brand?
- What are their expectations?
- What triggers them to consider your product/service?
- What ambitions do they have?

Extra for B2C:

- What is the most important thing in these persons' lives?

Extra for B2B:

- What is professionally most important for this persona?
- What does it mean to be successful?

Challenges and Objectives

What challenges does this persona have, and what are their objectives?
Choose the top three each.

- What pain points do these individuals have?
- What are the significant challenges to be overcome (related to your product or service)?
- What goals do they hope to achieve?
What can we do to help with these objectives and challenges?

Extra for B2B:

- What are the challenges of the leader of this persona?
- How can we anticipate them?



Decision Criteria

What are the crucial elements for this persona to make a purchasing decision?

- What is the role of these individuals in the purchase process?
 - What is their decision-making authority?
 - Who or what else impacts the decision process?
 - Do these individuals need to be accountable to someone else? If yes, how can we help convince them?
 - What triggers their purchasing decision? Price, support, sustainability, ...?
 - Which aspects of your solution are crucial for these customers?
 - What factors may lead them to choose a competitor?
 - What type of content do these individuals prefer?
 - Details and technicality or plug & play?
 - Inspiration and ideas or information with research and details?
 - What type of content do they trust the most?
- Extra for B2B:**
- What are the key requirements for a supplier?
 - Delivery capacity: JIT, short term, ...
 - Reliability?
 - Experience or innovation?
 - Detailed or flexible?
 - ...



Preferred Contact Moments and Methods

How can you reach this persona best and most easily?

- What are the main sources of information for these individuals?
- Which media do they use? What are their favorite websites, social channels, blogs, print media, key influencers and thought leaders, favorite on- and offline events?
- When are they on which channel?
- How do they prefer to communicate with you? Phone, email, chatbox, ...
- How do they prefer to hear from you? Advertisements, radio, TV, email, direct mail, blogs, outbound/inbound campaigns, social marketing?

Attention Span

What is the best way to attract and retain the attention of this persona?

- How do these individuals filter the daily avalanche of information? Does more attention go to what friends and family say? Does it depend on the author or expertise? Should they be addressed personally?
- Do they need continuous updates and inspiration or not?
- What triggers to win their attention? Are they sensitive to clickbait or not?

Feel free to let us know if we can help you in any way!

