



Buyer Personas

Required tools for successful marketing.





TABLE OF CONTENTS

- 2 The Basics
- 3 Example Buyer Persona
- 4 Buyer Persona Worksheet
- 5 How To Use A Persona



THE BASICS

What is a Buyer Persona?

A buyer persona is a semi-fictional representation of your ideal customer based on relevant data and market research surrounding your existing customers.

When crafting buyer personas, we identify key demographics, behavioral patterns, triggers and potential barriers providing a meaningful understanding of your customer's habits and what truly influences their choice to do business with you.

Why does it matter?

Buyer personas impact virtually every aspect of both your marketing and sales process including:

- **Content Marketing** – What blog posts, videos, podcasts, Lead Magnets, etc. should you create in order to attract and convert your ideal customer?
- **Paid Traffic** – Which ad platforms should you buy traffic from and what targeting options should you use?
- **Product Creation** – What solutions is your ideal customer searching for?

- **Copywriting** – How should you describe offers in your email marketing, ads and sales letters in a way that compels your prospective customers to buy?
- **Email Marketing** – How to strategically select the ideal persona based on an email marketing campaign's objectives.

... and that's just scratching the surface.

Any part of the marketing and sales process that “touches” the customer (which is pretty much EVERYTHING) improves as you connect with your audience and enhance their experience with your brand.

Having a clear insight into both who they are and how your company fulfills their needs is most effective way to build trust with your customers and move them to action.

There are many options available online like [Hubspot's tool](#) but we prefer our easy-to-use one-page template.

On the next page we've provided an example of a real buyer persona used by our team to develop our marketing strategies and content.

 73% M/F  2

 25-34  \$50-90k



**START
HERE**




**WE LOVE
TOAST**

Nature Nate

Park Director

Nate oversees all operations and staff at the park as well as all associated marketing efforts.

"This job is huge for my career and I want to make sure everything we do is driving results"

1

INSIGHTS

I'M GOING THROUGH...

Company is losing money and not growing.

Having a hard time attracting and converting leads along with various performance issues.

Website is outdated, SEO sucks, previous webmaster hasn't done a good job.

I'M STRUGGLING WITH...

Scared the park might close and I might lose my job.

Bad experience with the previous webmaster don't want to go through the same thing again. Trusted the previous webmaster was on top of his game.

WHAT GET'S MY ATTENTION?

National Park Conservation Association
National Wildlife Federation
The Nature Conservancy
NPCA's Salute to the Parks
Making Waves: Protecting National Parks & Their Waterways
National Parks and a New Political Era

2

ACTIONS

MY PRIMARY NEEDS ARE...

#1 - Design and build a website that attracts and converts leads.
#2 - Get more customers to the park.
#3 - Look good to the park owners.

WHY IS THIS GETTING FUNDED?

Ready to invest in growth, want to see more customers visit the park.
More customers = profit and growth.

WHAT TRIGGERS ME?

Getting the website and marketing in order increases the likelihood that profits will increase making me look good and the owners happy.

I BELIEVE THAT...

By creating a new sector and establishing authority online more customers will be inclined to visit the park ultimately increasing profitability.

5

BARRIERS

WAIT, BEFORE WE PROCEED...

If I doubt their capability to deliver on what we need I won't use them, I have to know I made the right decision and we are heading in the right direction.

I'M UNEASY BECAUSE...

Our current webmaster isn't on top of SEO the way he should be, our page keeps falling in rank. The design is also lacking, it feels old and boring.

RED FLAGS

We can't keep doing the same thing, whatever we do needs to be innovative and forward-thinking. If I can't get the budget approved by the owners I'll have to keep looking.

I HAVE TO TALK TO...

The owners of the park.

4

DECISIONS

MY THOUGHT PROCESS IS...

I need someone to help me run the marketing. Who can I trust?
Are they capable of bringing my vision to life?
Once I find the right partner, where do I start?
How long should this take?

BEFORE I BUY...

- Are they a good fit for us?
- Am I wasting money on fruitless efforts?
- How can we convince my boss that this is the right direction.
- Boss needs to approve the budget.

WHY BUY NOW?

- 35% decrease in revenue since last year
- Have too many things going on, spread too thin
- Need to do something before business crashes

WHAT HAPPENS IF I DON'T?

If I don't do something fast sales numbers will continue to suffer and the business won't grow. If the business doesn't grow we might have to downsize.

3

GOALS

THE RESULTS I WANT ARE...

Increased leads and higher conversions resulting in higher per quarter profitability. Want website to contribute to at least 30% growth per quarter.

IN ORDER TO SUCCEED, I NEED TO...

- 1 - Need to find right partner
- 2 - Need to understand cost and timeline
- 3 - Need to understand process and what they get

MAKES ME LOOK GOOD

- From blah to bling website
- Credited for making the right choices and contributing to the growth of the company and brand.

MAKES ME LOOK BAD

Insane budgets and wasted money on unsuccessful efforts.
Nonspecific planning, timelines that are way too long, lackluster feedback.



73% M/F



2



25-34



\$50-90k



**START
HERE**



**WE LOVE
TOAST**

What's my name?

What's my job title?

What am I in charge of _____.

"What's something I'd say?"

1

INSIGHTS

I'M GOING THROUGH...

What is their main issue?
What are they going through?
Why are they going through it?

I'M STRUGGLING WITH...

What are their insecurities concerning their issue?
What are their mental barriers?
Why are they having this issue?

WHAT GET'S MY ATTENTION?

Where do they hangout and get their information?
What events do they attend?
What topics or content would stimulate a conversation?

2

ACTIONS

MY PRIMARY NEEDS ARE...

#1 -
#2 -
#3 -

WHY IS THIS GETTING FUNDED?

The reason driving their decision to engage with you.
What will the benefit be to them?

WHAT TRIGGERS ME?

What will cause them to buy or sign up?
What will make it easier for them?

I BELIEVE THAT...

What is the overarching thing they believe will change their situation or resolve their issue?

3

GOALS

THE RESULTS I WANT ARE...

What is a common desired result after using your product or services?
What will the overall benefit be?

IN ORDER TO SUCCEED, I NEED TO...

What are the steps they need to take in order to reach their goals?

MAKES ME LOOK GOOD

How will they be seen by their peers, at work, or in their community?

MAKES ME LOOK BAD

What will make them look bad?
What will be bad for their business or their position at work?

4

DECISIONS

MY THOUGHT PROCESS IS...

What is their thought process?
What questions will they ask themselves?
What are the details they focus on?

BEFORE I BUY...

What are the 3 basic requirements they need before buying?
What will instill confidence in their decision?

WHY BUY NOW?

What is the most pressing issues driving their immediate decision?

WHAT HAPPENS IF I DON'T?

What will happen if they don't use your product or service?
What could they potentially lose by not doing business with you?

5

BARRIERS

WAIT, BEFORE WE PROCEED...

What would stop them from using your product or service?
What would cause them to lose interest?

I'M UNEASY BECAUSE...

What experience would prevent them from using your product or service?

RED FLAGS

What would they disagree with?
Is there something outside of their control that would prevent them from using your product or service?

I HAVE TO TALK TO...

Are there other stakeholders or a boss that will be involved in making decisions?



NEXT STEPS

Now what?

Personas defined. Insights gained. Ready. Set. Go!

... But wait!

How the heck do I use them? ...

Once completed, the insights you've gained from this exercise can be applied to many different facets of your business including your marketing.

As a savvy inbound marketing agency we put a lot of effort into crafting content and offers that really resonate with our prospects and clients. We use this content during each stage of the buyer's journey to provide value and connect with our audience on a deeper, more emotional level.

Buyer personas have helped us and our clients formulate strategies that generate leads, inform prospects, convert customers, and create entirely new segments – all in the name of generating more revenue and sustainable growth.

How to utilize your buyer personas.

These 5 simple steps will help you leverage the insights gained from creating your buyer personas.

1. Make a list of content ideas using your insights.
2. Validate your ideas by asking yourself if your buyer persona will find it useful.
3. Create your content or offer, publish it and collect data ([Google Analytics](#) and [Hotjar](#) are great analytics tools)
4. Use the data collected to adjust buyer personas for accuracy and create new ones.
5. Smile and repeat.

Ready to get started – still need help?!

Schedule a FREE 30 minute Growth Assessment and we'll build out your first buyer persona with you.



Thank You!

Feel free to share or
contact us today.

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