



The Marketer's **SEO Guide** to **DEVELOPING** your **BUYER** **PERSONA**

- **THE BUYER PERSONA** is a comprehensive profile of the target buyer that the company is trying to reach and influence. If done correctly, development of a strong buyer persona will enable you to be able to articulate your market's goals, problems, and issues so well that they feel as if you are talking directly to them. For your marketing efforts, digital or otherwise, to be successful, it is important to understand not only the needs of your target persona. You also want to understand how you need to communicate with them so that you can tailor your content methods and messaging specifically to them. Otherwise they won't hear what you are trying to say to them.

○ WHAT IS A TARGET BUYER?

In order to develop your buyer persona, you first need to understand who is your target buyer. Many companies look at this target very simply. However, the target is more than just a gender and their age range. It also includes where they work, what they are responsible for, and most importantly, what decision are they making that shows they are a good target for your product. Here are two examples of a target buyer for a hiking shoe company.

BAD EXAMPLE

– Women 25–45 years old

GOOD EXAMPLE

– 25-45 year old mother of young children who is responsible for her family's clothing purchase decisions and who needs to buy good value hiking shoes for her kids

PERSONA RESEARCH	
Name/Gender/Age	Give your persona an identity to make them human (HINT: find a picture that fits the buyer persona!)
Education	Describe schooling, degrees, industry training
Job Title and Responsibility	Because titles can vary, be sure to include the scope of their responsibility
Purchase Role	Influencer, Decider, Advisor, User
Attitudes	How they view their job, their role in the organization or their perspective
Company or organization	Describe the kind of social group they work and/or play in.
Pain Points	What are the key Issues/problems they have that you can solve? How important are they? When are they most important to the customer?
Description of Solution	What would a successful solution look like for target buyer?
Solution Criteria	What specific measures or criteria do they look for?
Sources of information	What websites, magazines, blogs, friends, social networks does the target use for the purchase decision?
Search terms	What terms does the target use to research and make the purchase decision. When you ask a customer this question – the answers may surprise you!
Pet peeves or objections	Find out what annoys or bothers the customer about the industry, the company or the product.

○ RESEARCH YOUR TARGET BUYER

Better ingredients make a better buyer persona, and for your purposes, you need to do some primary and secondary research to develop a buyer persona for your target. Interview your team and your customers and your sales reps. Research online by looks at industry articles, social networks, and blogs. Look at competitor websites and see what they talk about.

Start with a framework that will help guide you in finding the information you need. To the left are some questions you may want to ask:



ACTIVE ALICIA	
Name/Gender/Age	Active Alicia Female 25 to 40 years old
Education	At least 2 years of college
Job Title and Responsibility	Working mom – mother of 1 child under 10 years of age
Purchase Role	Decision-maker
Attitudes	Active, ambitious, modern, stylish
Reputation	Diligent, hard working, juggles many activities
Issues	<ul style="list-style-type: none"> • Trying to manage a budget while providing the clothing her child needs to pursue their interests. • Don't have a lot of time to make purchasing decisions. • Want to have choices of quality, affordable products with informed online staff that can help them if necessary • Want to be able to learn about the product online and purchase quickly and easily
Success Criteria	With some knowledge of the type of product she needs, she is able to go online quickly to a trusted vendor and make the purchase she needs for her child, and have it delivered within a week
Values	Speed, ease of website navigation, good information, product testimonials,
Fear	Afraid of spending a lot of time online looking for what she needs or having problems paying for it
Pet peeves	Expensive shipping and handling costs
Information sources	Internet, other moms recommendations, local kids clothing stores



DEVELOP YOUR BUYER PERSONA

Once you have gathered this information from your various sources, you will want to brainstorm and draft the persona with your team. Doing so as a group will help you incorporate different viewpoints and insights into your buyer persona that will make your final product much more robust and useful. Take your findings and compile them into a profile that you feel identifies your target buyer

RESOURCES

Video: [Creating a Buyer Persona](#)

Free eBook: [The Buyer Persona Manifesto](#)

Article: [Buyer Personas: Where \(and How!\) to Start](#)

Article: [How To Build Better Buyer Personas To Drive Killer Content](#)

Article: [How to Create Ideal Buyer Personas for Your Business](#)

CHECKLIST

- Review the **RESOURCES** identified and search for others like them on the web.
- Develop your target buyer description
- Interview staff and customers about the target buyer
- Work with your team to develop the buyer persona
- Refine buyer persona with sales team to confirm it fits with what they experience

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