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# Buyer Persona Tip Sheet

## What Should Buyer Persona Profiles Define?

The following questions should be addressed when creating your buyer personas:

- What is their demographic information (age, income, level of education, etc.)?
- What is their job and level of seniority?
- Can you describe "a day in their life"?
- What pain points do they have that your products or services can address?
- What are their values and goals?
- How much knowledge do they have about your area of expertise? How much research have they done on the subject?
- What is their ideal experience when accessing your website?
- What objections do they have about your products or services?

## How to Conduct Buyer Persona Research

**Interview Sales Staff:** Interviewing your sales staff can help to answer questions about your clients' and prospects' job and level of seniority, their ideal experience with companies, and any concerns or objections they might have about your services.

**Interview Client Services Staff:** Spending time interviewing your client services staff can help you define your current clients' pain points, their ideal experience, and common questions they may have about your current services.

**Analyze Current Client Trends:** Analysis of your current clients can go in many directions and be as robust or as simple as you choose. You can simply conduct some basic demographic trend reports or fully analyze their current habits on your website and how they utilize your current content.

**Interview Customers:** Going straight to the source and interviewing your customers isn't always possible in all industries, but it can provide the most in-depth and insightful information for your buyer persona profiles. These interviews can help to define areas such as "a day in their life" and a persona's values and goals like no other option we have mentioned. The great thing about client interviews is that they create an opportunity to build a stronger relationship with those clients in particular.

**Review and Update:** One of the most important steps in creating buyer personas is to make sure to reassess that these insights are still relevant. Industries have a tendency to change rapidly with today's dependence on technology. This can certainly change clients' pain points and their ideal experience, so it is vital to make sure you stay on top of these changes in both your industry and your buyer personas' industries.

More questions about buyer personas? Get in touch.