



Kitchen Buyer Personas

Do you know who your buyers are?

If we were to ask you who your buyers are, you might get a little confused initially. Perhaps your mind goes to the most recent homeowners who were in your showroom pulling together a kitchen plan. And then you might think of the little old lady who remodeled her bathroom last month. And, Bob the Builder, who works with you frequently as he gets new business.

You have a lot of buyers, we know – so how could you summarize them, and what's the point anyway?

A missed opportunity

Take a moment and imagine

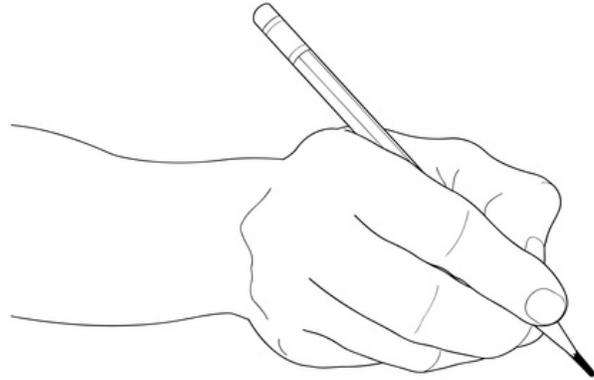
this scene: Joanne, a 38 year old mom of 2 is scrolling through her favorite parenting blog online. All of a sudden, she comes across a cologne advertisement portraying Justin Bieber wearing nothing but a speedo - with a bunch of little teeny-bopper girls running after him. Joanne raises an eyebrow and wonders to herself what the heck that advertisement is doing on her parenting blog. She makes a note to herself never to buy that cologne for her husband or her son...the last thing she needs is a mob of hormonal pre-adolescent females chasing after them.



So what happened? Obviously, the cologne company didn't do a great job [studying their buyers](#) (or, maybe they never took the time to narrow them down to begin with). In a desperate attempt to sell their product, they put out a [mass advertisement](#) on a bunch of online websites. Unfortunately for them, it worked against them in Joanne's case. The advertisement would have probably been better suited for a website read by teenaged boys (or even teenaged girls seeking a new scent for their boyfriend).

What is a buyer persona?

A buyer persona is a fictional representation of your company's target client (for instance, describing who buys your kitchens, bathrooms or other remodels). It is used as a guide to help you reach your target audience with marketing and sales efforts. The persona is created by you, but based on information from real life customers, prospects and target audiences. It includes many, or all, of the following:



- Demographics
- Personal histories
- Behaviors – online and offline
- Goals
- Motivations for purchasing
- Concerns & frustrations
- Other psychological and behavioral details that will help you when targeting

How to create your personas

In order to create a well-crafted buyer persona, you'll have to do some work. The best way to get an accurate representation is by utilizing the following methods:

- Research
- Interviews
- Surveys
- Educated speculation

Finding useful information

You'll be surprised how much great insight you can get from your sales team (or anyone else who deals directly with customers). Be sure to leverage these resources for as much useful information as you can get. Ask them to describe the average client in as much detail as they can provide.

Conduct surveys and interviews of your target audience (a mix of past customers, current prospects and even other random people who you think fit into your target audience).



Once you have enough data (the more you have, the more accurate your personas will be), search for similarities you have found in your research and use your creative juices to write the story of your buyer persona.

Not everyone will fit into the mold exactly, but do your best to pinpoint your target customer (who you'll be aiming your marketing efforts toward going forward), what they value, and how your solution fits into their lives.

Guide to use when pinpointing your persona

The below points are just a few examples of the kind of information you should be seeking. Not all of these should be asked outright (use your judgment), but this type of information may be helpful in future marketing efforts. The best way to learn about your persona is to have the interview style be more conversational, rather than question-based.

Take time to uncover points that will get to the route of who the buyer is, what their motivations, concerns and behaviors are.

Try to find these, but don't limit yourself:

- Demographic information – (Sex, age, occupation, marital status)
- What type of hours does the buyer work? (9-5, stay at home mom, in school, etc.)
- Who is the reason behind their initial remodeling idea? (Husband, wife, parent, other, etc.)
- Who is the actual decision maker? (Are multiple parties involved in making the decision, or does there seem to be one person in charge?)
- What is the budget range for their project?
- What are the main reasons for the buyer seeking your solutions? (Boredom, something's broken, life transition, etc.)
- Does the buyer seem to care about brands initially?
- Do they seem to be well-educated in the ways of remodeling?
- Where else have they found information? (Other websites, television shows, family members, friends, etc.)
- How will your solution help them?

Create your buyer persona(s)

After you get enough data through interviews, surveys, research and your own perceptions, it's time to make your buyer "come to life." Have fun with this part and create a story of your target buyer. It is ok to have multiple personas, as not everyone will fall into the same category. Try to keep it to just a few if you can, and later on, you can come up with a plan to resonate with your priority personas.



Example persona– “Buyer Betty” –

Betty is a 60 year old family woman – married to Bob.

She's worked hard raising a family and finally

released her youngest child into the real world. Betty finally has some time to herself and is, quite frankly, a little bored. She meets up with the other ladies from time to time for lunch, and when she sees their new kitchens starting to take fold, she thinks... "I deserve one, too." She's looking for an update, and has worked hard to invest and save all her life with Bob – they're quite affluent, but tasteful. Betty is pretty good on the internet – she's been using it a bunch to keep up with the kids, since they're out of the house. She spends a couple hours a day surfing the internet and opening emails from friends; she dabbles a bit on facebook as well.

When it comes to kitchens, she's not looking for a cheap one...if she is going to do this, she's going to do it right. This is the kitchen she'll have to cook on for at least 15 more years, and she probably won't care to do a full sized remodel after that. Betty is careful with her money, but not stingy. She's willing to spend, but not if she feels she's getting ripped off. If you gain her trust and back up what you say, she'll convince Bob this kitchen is worth buying.

How to use the buyer persona

The information should also be laid out in a professional manor and shared with the entire company, especially those departments who deal directly with prospects and clients (salespeople, designers, etc.).

** See example on next page*

This is just an example of how you can lay out the information.

You may wish to include other helpful sections such as "Marketing Message" or "Sales Pitch."

BUYER BETTY




- Age (49-67)
- Skews Female
- Married
- Household Income ~\$150,000
- Suburban

Background:

- Retired Mother with grown kids
- Enjoys keeping in touch over email, visiting with her friends, and dabbling online for information.
- Husband and her work as a team.

Helpful Details:

- Careful with money, but not stingy
- Enjoys quality products, but not brand conscious.
- Engages in social media (mainly Facebook and email)
- Peruses internet sites such as houzz.com, HGTV and BHG

Goals:

- Update kitchen since kids finally moved out.
- Create a quality kitchen that will last for 15 years.

Challenges:

- Doesn't want to get ripped off
- Doesn't want quality to suffer

How we help:

- We have quality products in Betty's price range
- We educate the prospects so they can rest assured knowing they are getting the best deal and a quality product.
- We're going to be with her every step of the way.

After you create a story, it's time to use the information to your company's benefit. A buyer persona will help you create a message that will resonate well with your target clients. Marketing should use this information when deciding on webpage content, a "voice" for everything and topics for your company blog. It can also be used as a tool when finding followers on social media, setting online ad campaigns, and doing competitor analyses.'

An ongoing effort

Buyer personas are an extremely important part of your marketing and sales efforts. Without defining your target buyers, you'll be casting your line blindly. How can you be a successful fisherman if you have no idea where to find the fish, or what they like to eat?

Once you have your target buyers defined, decide on your primary personas (the ones you'll be crafting most of your messages to) and your secondary personas (not a main priority, but good to know, and can be used for specific campaigns). Make sure you refer back to your personas regularly so you always remember who you're targeting. With each campaign and each new piece of content, ask yourself how it will sit with the target audience.

Do continuous studies to keep your buyer personas fresh. Just because you've defined them once, doesn't mean they will always be accurate. As businesses change, so do buyers, and continuing



your efforts will ensure you keep your message appropriate. Once you get it right, your business will reap the benefits, and your prospects will feel like you really know them.

If you have any questions regarding your kitchen, bath or remodeling marketing efforts, contact our experts:

[Request an Expert](#)