

Buyer Persona Template

Name:

Demographics

Age:

Gender:

Location:

Getting to work:

Marital Status:

Children Status:

Career Details

Qualifications:

Job Title & Role:

Reporting to: *(important for B2B companies)*

Direct reports:

Annual Income:

Product / Service Questions

It's important to ask open ended questions like:

B2B + **B2C** When you're researching the new purchase of XYZ which resources do you trust to gain information?

B2B + **B2C** Which websites do you visit regularly?

B2B + **B2C** How do you compare and evaluate alternative XYZ's and make a purchase decision?

B2B + **B2C** Describe a recent purchase....

B2B + **B2C** Which social media accounts do you use and how often do you login?

B2B How do you search from new information for your job?

B2B + **B2C** Which publications/blogs do you read?

B2B Do you network as part of your role?

B2B Are you a member of any associations?

B2B + **B2C** Do you subscribe to any eNewsletters?

B2C Do you sign up to loyalty programs to gain membership benefits?

B2C What are your favourite brands and why?

Perceived Barriers (or Pain Points)

B2B + **B2C** What were your biggest challenges when purchasing XYZ?

B2B + **B2C** What will help you do your job better?