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WHAT IS A BUYER PERSONA? AND WHY DO I NEED ONE?



BUYER PERSONA

A buyer persona is a multi-dimensional profile that tells you what prospective clients or customers are doing and thinking as they contemplate options to address a problem (or pain point) that your business can resolve.



WHY YOU NEED A BUYER PERSONA

Your marketing team needs to know who they are marketing to, just as your sales team needs to know who they are selling to.



UNDERSTAND YOUR BUYER

Ask questions to better understand the organizational and personal circumstances that may cause your buyers to allocate their time and budget to resolve the pain.





DEMOGRAPHIC INFO

What does their demographic information look like?

Demographic info could include age, gender, education level, employment status, average income, marital or family status, housing, business, and even property ownership.



SAMPLE QUESTIONS

- What age range are you in (provide ranges)?
- What is your job and job position?
- What is your highest level of education?
- Do you have children?





YOUR BUYER'S LIFE

What does a day in their life look like? Asking your buyer to explain what they do during their day can provide you with many detailed insights from personal to work-related details. Whether it is before, during or after work hours every detail they'd like to provide to you can help you make better decisions on how to market specifically to them.





YOUR BUYER'S PAIN POINTS

Luckily, most buyers eagerly purchase products and services to either alleviate a pain or pursue happiness. The more apparent the pain, the more likely you'll be able to offer a compelling solution. Thus, turning their customer pain into pleasure.



SAMPLE QUESTIONS

- What are your pain points in your job?
- What would help solve those pain points?
- What do you value the most?
- What are your goals?
- What are your common objections to this product or service?
- Where do you go for information to solve your pain points?



WHAT

experience do you want
when looking for our
product or service?

FINAL QUESTION



HOW AND WHO TO ASK

Now you know that having buyer personas are one of the most valuable pieces of your marketing strategy. So, how do you ask these questions and who do you ask them to?



The "how" is pretty easy.
A few quick ideas...

HOW

- Create a Google Form, and email to your customers with a brief introduction as to why you are sending this to them.
- Use a survey service, such as SurveyMonkey.
- Hop on a quick call with your favorite customers.



The "who" is a bit more in-depth. The purpose of this questionnaire is to get to know your customer better, so that you can market better. Sometimes it isn't easy to ask customers in certain industries questions like "What's your income"? There are some creative ways around this. While the BEST answer will come directly from your customer, you can always refer to industry professionals who have a lot of experience with the customers you want to know more about.

WHO

- Always try to ask your customer first before the other options. These are direct quotes from your most important piece of your business.
- Consult your sales team. They work closely with your customers every day. Probably more than anyone else in the company.
- Consult industry professionals or those well-versed in a specific market to discover pain points.
- Use other data, such as past purchase information, Google Analytics data, or your own personal notes if you've got them.



BUYER PERSONA EXAMPLE

Real Estate | First Time Home Buyer





ROLES

Harry or Hannah Homebuyer

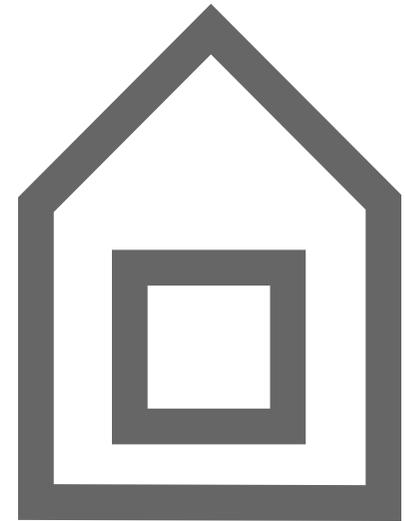
I am a first-time homebuyer in the Bay Area that wants to buy my first home. I am a college-educated man or woman who is busy, new at this, and needs this transaction to be as easy as possible.



I am a busy renter who works for a corporate (can be remote) company in the Bay Area. My main concerns are qualifying for a mortgage and being able to afford closing costs. I value transparency, expert knowledge, experience, and good communication within a mortgage consultant. With those traits, I want to be able to purchase my first home and still have some money in the bank afterward.

GOALS

Harry or Hannah Homebuyer



CHALLENGES

Harry or Hannah Homebuyer

There are some fears that come with buying my first home. I spend so much time and energy focusing on my career, that I need a partner to ‘hold my hand’ through this process. First and foremost, I need a knowledgeable mortgage consultant to help me make informed, appropriate decisions when it comes to getting the right type of financing. I may even want them to identify the different options I may have in this process or answer questions like, “Is there a perfect time to buy?”, “How do I negotiate for the price I want?”, “How much cash reserves will I need to purchase my next home?”, “Which loan is better for this process—conventional, FHA, VA?”, and “When should I get preapproved for a mortgage?”. Essentially, if I could find a mortgage consultant who helps answer these questions right off the bat – I would be more than inclined to have this consultant work with me from preapproval through closing and perhaps even for my second home. If I have the right consultant partner, I will be less worried about finances and more focused on the excitement of our new home.





DEMOGRAPHICS

Harry or Hannah Homebuyer

- Age: 25-23 Average
- Income: \$85K Average
- Education: Bachelors to MBA+
- Location: Bay Area



STORY

Harry or Hannah Homebuyer

My objections to a mortgage consultant would be high/excessive fees because I have a tight budget. I worked hard for this money, and don't want to make the wrong investment.

If I were to engage a mortgage consultant for buying/selling my home - I am really looking for someone who is extremely knowledgeable and can help me choose the best financing options for my specific situation. That particular someone should know specifically about identifying goals in a financial situation, finding and explaining financing options, experience in getting approvals, knowledge in completing pertinent financial paperwork required for this process, and experience working with other first time buyers doing this same thing. In addition to being knowledgeable and experienced, it will help to show me how his or her services have worked for someone else.



STORY

Harry or Hannah Homebuyer

My day is filled with various work duties and a busy social life, however, I will set aside some time to learn what to do to buy my home. For more information, I usually consult my peers, family, or Google. When I go to anyone for this type of information – they usually go on the internet or consult a familiar professional for advice. My parents may recommend my bank, or someone they've used.

Detailed communication via (both) the phone and email during this search for information is preferred. I will need to be reminded of tasks I may owe to you.



ARE YOU READY?

Now, you're set with the basics to go forth and have those conversations with your customers to get to know them better and help you market your products and services to your highest potential. This is a win-win situation! If you need any guidance or help in crafting and carrying out your buyer persona process, get in touch. We'd love to hear from you!

