

B2B PERSONA GUIDE

A customer persona should feel like a real individual who represents your target audience: someone specific your team can reference when setting strategy and creating marketing campaigns.

Consider the following questions and then use the template on the next page to bring your customers to life.

For more B2B marketing resources, visit ink-co.com.

THE BASICS

1. Name and photo: Give this customer a face and a name.
2. Demographics: Age, education, location, family status
3. Professional profile: Company, job title, industry, salary
4. Personality: Describe this customer as you would a teammate, highlighting their most important qualities and traits.

GOALS, VALUES, MOTIVATIONS

1. What are their personal and professional goals?
2. What do they value? e.g. time, reputation, efficiency, humor
3. What inspires them to do great work? How are they motivated emotionally?
4. How is their success measured? Both by themselves and those around them.
5. What are the consequences if they fail? How would it impact both their business and career?

CHALLENGES

1. What frustrates them at work?
2. What are their pain points? What keeps them from overcoming their challenges?
3. What prompts them to explore new options, products, or services? What's changed in their life?
4. What makes their eyes glaze over and ears tune out?
5. How does our product/solution help solve their problems?

A DAY IN THE LIFE

1. What are their day-to-day job duties?
2. Who and what are they surrounded by every day at work? Describe their environment and the people in it.
3. What professional organizations or interest groups do they belong to?
4. How do they spend their time outside of work?
5. What do they watch, listen to, or read for fun?

DECISION-MAKING

1. Who do they report to?
2. What decisions are they responsible for?
3. Who do they rely on when making important decisions? Who influences those decisions?
4. What steps do they take when making a buying decision?
5. When considering a new product or service, what are their non-negotiables?

COMMUNICATIONS & CONTENT

1. How do they communicate with their teammates, superiors, and clients? e.g. email, phone, Slack, video conference, in-person meetings
2. How do they like to get their news? e.g. websites, social media, podcasts, television, newsletters
3. How do they keep up with their industry? Where do they get new information to use on the job?
4. Do they spend more time on desktop or mobile? Do they use their phone for work?
5. What type of content are they drawn to? e.g. long- or short-form, visual, data-driven, interactive

THE BASICS

(ADD PROFILE PHOTO HERE)

JOB TITLE

COMPANY

INDUSTRY

SALARY

NAME

AGE

FAMILY STATUS

LOCATION

PERSONALITY TRAITS

CHALLENGES

PAIN POINTS AND FRUSTRATIONS

HOW WE CAN HELP

DECISION-MAKING PROCESS

STEPS TO MAKING A BUYING DECISION

INFLUENCES

NON-NEGOTIABLES

GOALS, VALUES, AND MOTIVATIONS

GOALS

VALUES

MOTIVATIONS

A DAY IN THE LIFE

BEFORE, DURING, AND AFTER WORK

COMMUNICATION AND CONTENT

COMMUNICATION PREFERENCES

CONTENT PREFERENCES