

How to define B2B buyer personas

Simple is always better. Easier said than done, since buyer personas are people (aka complex creatures).

There is no cookie-cutter way to build buyer persona profiles. A lot will depend on the complexity of the product or service that you offer. Break it down to information that will help your organization understand that person's hopes and fears — so you know how to provide value through the content you create for each buyer persona.

A marketing agency has multiple services and they work with clients that span roles and organizations in a variety of industries. It makes sense for an agency to need quite a bit of diversity in their buyer personas — say, versus a SaaS company that is a human resources management platform.

Buyer personas must be easy to grasp. Stick to no more than 12-15 pieces of information for each persona, with a mixture of basics and details.

Basic info to include in buyer personas:

- Name
- Title
- Decision-maker: yes or no
- Industry
- Age
- Salary
- Education

Detailed info to include in buyer personas:

- Goals
 - Challenges
 - How we help
 - Messaging strategy
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EXAMPLE

Sandy Sanderson

Title: Marketing Director

Decision-Maker: Yes

Industry: Marketing

Age: 35

Salary: \$80,000 / year

Education: Masters in Marketing

Goals: Increase content production with the ever-growing client base.

Challenges: Spending too much time vetting freelance writers.

How We Help: Connect Sandy with experienced, efficient writers through ClearVoice.

Messaging Strategy: Focus on how to save Sandy time by supplementing her search efforts with an eligible pool of writers for client projects.

Example #1: Decision-maker at small marketing agency

Basic info:

- **Name:** Sandy Sanderson
- **Title:** Marketing Director
- **Decision-maker:** Yes
- **Industry:** Marketing
- **Age:** 35
- **Salary:** \$80,000/year
- **Education:** Masters in Marketing

Detailed info:

- **Goals:** Increase content production with the ever-growing client base.
- **Challenges:** Spending too much time vetting freelance writers.
- **How we help:** Connect Sandy with experienced, efficient writers through ClearVoice.
- **Messaging strategy:** Focus on how to save Sandy time by supplementing her search efforts with an eligible pool of writers for client projects.

John Johnson

Title: Marketing Director
Decision-Maker: No
Industry: Software and Technology
Age: 30
Salary: \$50,000 / year
Education: B.S. in Marketing

Goals: Deliver qualified leads to sales to grow user base and achieve revenue goals.
Challenges: Need to improve conversion rates on website with more relevant content.
How We Help: Connect John with tech-savvy tech writers through ClearVoice.
Messaging Strategy: Focus on how to increase engagement for John by providing subject matter experts to write B2B content.v

Example #2: Non-decision-maker at enterprise tech company

Basic info:

- **Name:** John Johnson
- **Title:** Marketing Manager
- **Decision-maker:** No
- **Industry:** Software and Technology
- **Age:** 30
- **Salary:** \$50,000/year
- **Education:** B.S. in Marketing

Detailed info:

- **Goals:** Deliver qualified leads to sales to grow user base and achieve revenue goals.
- **Challenges:** Need to improve conversion rates on website with more relevant content.
- **How we help:** Connect John with tech-savvy tech writers through ClearVoice.
- **Messaging strategy:** Focus on how to increase engagement for John by providing subject matter experts to write B2B content.