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.

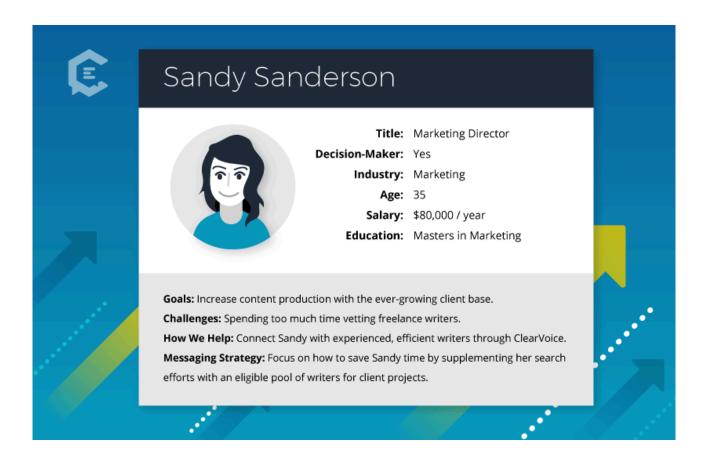
Basic info to include in buyer personas:

- 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

EXAMPLE



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.



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

Basic info:

Name: John JohnsonTitle: 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.