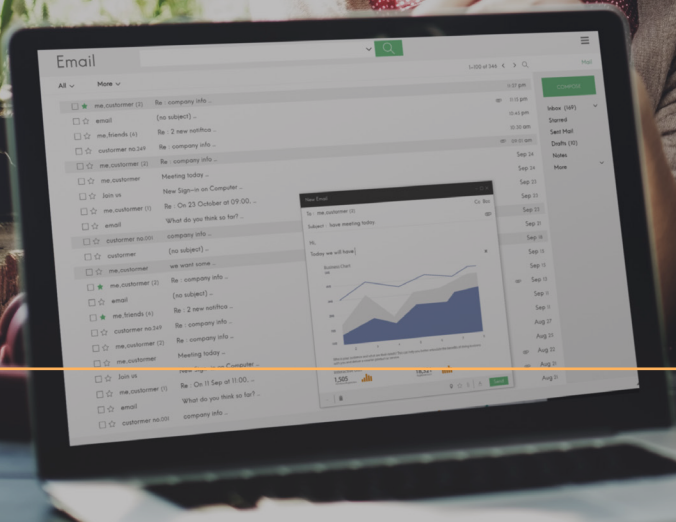


MARKETING
YOU



INSIGHTFUL AND ACCESSIBLE
TOOLS TO HELP YOU

**BECOME A BETTER
MARKETER.**



BUYER PERSONA WORKBOOK



WHAT ARE BUYER PERSONAS?

A buyer persona is a manifestation of your ideal customer. It's more than simply identifying your target customer: it should reflect who they are, but more importantly, what they value and look for from your business. The best buyer personas include the basics (such as demographics and their path to purchase) as well as their attitudes, concerns, buying criteria, lifecycle stage. To do this successfully, buyer personas should be built with insights and data from real customers.

Why are buyer personas important? They are useful in understanding your current customers better so that you can segment them and build more effective marketing strategies aligned to the different segments.





▶ HOW DO YOU CREATE A BUYER PERSONA

1

Interview customers to understand first hand what they like about you and why they are patrons. Don't forget to get their demographic information. You can conduct interviews easily in person through survey cards, using email, via a free survey site, by making phone calls, or with a partner.

2

Supplement what you learn from your customers with syndicated or third party research to build them out further and fill in details that may be missing.

3

If you're struggling to build out buyer personas or need support with polishing them, we're available to help. We have a team of analysts ready to take your marketing to the next level with better buyer insights.



WORKSHEET ELEMENTS



PERSONA NAME

DEMOGRAPHICS

*Gender/Age/Household income/
Location/Education/Profession*

*Lifestage (married? presence
of children?)*



WORKSHEET ELEMENTS *continued*

HOW DO WE FORM A RELATIONSHIP WITH THEM?

*What motivates them to buy
from us?*

*What are their media habits?
Preferred communication
channels?*

WHAT CHALLENGES ARE THERE CONNECTING WITH THEM?

QUOTE FROM ACTUAL CUSTOMER (IF AVAILABLE)



EXAMPLE

PERSONA NAME

John S.

DEMOGRAPHICS

*Gender/Age/Household income/
Location/Education/Profession*

- Male / 44 years old / HHI \$150k
- Lives in affluent suburb
- College educated and works in management

*Lifestage (married? presence
of children?)*

- Married with 3 children, all under 12



EXAMPLE *continued*

HOW DO WE FORM A RELATIONSHIP WITH THEM?

- Interested in a broad range of selection but primarily motivated by service and knowledgeable, experienced associates.
- Light TV viewer, primarily for entertainment, prefers to catch up on-demand. Watches sports live.
- Reads newspaper for local news in print and on app, leans on push notifications to keep him connected and informed.
- Listens to satellite radio while commuting, switches between public radio and music.
- Frequent outdoor exposure through 24-minute commute that is highway-heavy.
- Prefers email and direct mail for communication, especially when it is personalized.
- Moderate social media user, concentrated in two platforms (Facebook and LinkedIn). Does not have interest in expanding to other social channels.
- Watches sports highlights online during lunch hour.

QUOTE FROM ACTUAL CUSTOMER (IF AVAILABLE)

“When I’m making a big purchase, like the new refrigerator we bought or some other major appliance, I want to feel comfortable knowing the people selling it to me understand exactly what I want and can help me make the best decision. I researched online, but I needed the guidance of an expert to help me make my final choice. That’s why I like this appliance store more than the national chains.”

WHAT CHALLENGES ARE THERE CONNECTING WITH THEM?

- John’s media consumption is light across the board, with the exception of mobile (where he is always connected).
- Appliances have a long lifecycle, and John doesn’t think to shop at the appliance store for anything other than major appliances, despite the other products available (furniture, mattresses). Need to help build out awareness to increase total lifetime value for John.
- Based on the high value John puts on service, a poor in-store experience would create a significant hurdle to overcome.





ABOUT US

[MEDIA GROUP NAME] is the largest next generation media and marketing company in [LOCAL AREA NAME] with a passion for growing local businesses. We take time to understand our clients' businesses and objectives and develop custom marketing strategies that are rooted in research, as well as creative solutions that cut through marketplace noise and motivate customers to act. We constantly monitor and optimize campaigns and provide frequent, transparent reporting, because – like our clients – we live and die by results.

LET US HELP
**SHAPE YOUR
WORLD**



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