



BUYER PERSONA TOOLKIT

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YOUR GUIDE TO: BUILDING BUYER PERSONAS

Creating buyer personas requires dedication and commitment but it will pay dividends in the long-run.

To create effective personas, you'll need a mixture of research, focus groups and surveys, all of which should be bespoke to your own organisation.

Your process should look something like the below:

Step one: Conduct market research

You'll need to do some market research to get an initial understanding of your personas. You can find many insights for both B2B and B2C consumers online, through blogs, press coverage and social channels. To find out how different tactics can be used to complete market research, [check out this guide](#).

Step two: Host a workshop with your team

Once you've completed your initial research, you'll need to organise a persona workshop, inviting team members who interact with the persona in question, as well as existing customers who fit into the persona group. You'll ask them a series of questions to gain as much insight as possible. To discover what kind of questions to ask as well as how to run an effective workshop, we've developed a [step-by-step guide](#) to take you through the whole process.

Within this toolkit, you'll also find persona prompt cards to help guide you when running a persona workshop. Just print and cut these out and you're ready to go!

Step three: Survey your customers

Conducting consumer surveys is an excellent way to gather first-hand information about your personas. With their answers, you can fill any gaps and validate your research and workshop findings. You'll also get an understanding of the types of language your personas use, to guide your messaging and tone of voice. We've outlined the best tools to use to conduct your surveys as well as the questions you should be asking [in this guide](#).

Sometimes, personas are created to tick a box and never see the light of day because marketers underestimate the true value they can provide.

And, can you blame them? There's so many cut and paste templates kicking around that give no real guidance on how to build strong personas and then how to use the information to its fullest potential.

That's why we've created a dedicated webinar to support you.

We've done a deep dive into:

- How to decide which personas are right for your organisation
- Building personas
- The exact framework we use to develop effective personas
- How to get the most out of your persona information to captivate your audience and keep them coming back for more

[Watch here](#)

B2B PERSONA TEMPLATE

Persona name:

Demographic/background information

Age:
Gender:
Marital
status:

Family situation:

Geographic location:

Education level:

Job
role/title:

Seniority:

Pains

What causes them frustration or worry?

Day in the life of

What does a typical workday look like (meetings, emails, travel, decision making, managing staff etc...)?

Hopes and aspirations

What do they hope to achieve in their life?

B2B PERSONA TEMPLATE

Knowledge and learning

Where does this person go to learn, who do they learn from and how? Generally, and specifically about your product/service.

Triggers

What might trigger a decision to research about, or purchase your product?

Influencers

Who or what might influence their purchase decision?

Barriers

Why might this person choose not to purchase, or choose someone else to purchase from?

B2B PERSONA TEMPLATE

Aims

What are the aims of purchasing your product or service, what do they want to get out of it?

Core aims

Identify 3 or 4 core aims below, these what you believe matter most to your personas.

B2C PERSONA TEMPLATE

Persona name:

Demographic/background information

Age:
Gender:
Marital status:

Family situation:

Geographic location:

Education level:

Job role/title:

Career
information:

Day in the life of

Weekday:

Weekend
:

Finances

Individual income:

Household income:

Main income generator:

Spending habits:

Preferred payment method:

Hopes and aspirations

What do they hope to achieve in
life or aspire towards?

B2C PERSONA TEMPLATE

Pains

What are this person's main frustrations and worries?

Influencers

Who or what will influence their choices?

Knowledge and learning

Where or how does this person learn generally, and specifically about your product/service?

Triggers

What will trigger them into a research or purchase decision?

B2C PERSONA TEMPLATE

Barriers

Why might this person choose not to purchase/or not to purchase from you

Core aims

Identify 3 or 4 core aims below, these are what you believe matter most to your persona

Aims

What do they want from your organisation or your product or service?

**BUYER PERSONA
PROMPT CARDS:
B2B**

1.BACKGROUND

Demographics: Social statistics about your ideal customer.

- Job titles
- Seniority
- Education
- Evaluation
- Age
- Gender
- Marital status
- Family
- Geographic location

Tip: Be specific enough that you can visualise, but not so detailed that you limit who this persona applies to. Choose a name here.

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2.A DAY IN THE LIFE

Snapshot of their day. What are they dealing with on a daily basis that you can empathise with.

- Meetings?
- Office based?
- Time poor?
- Managing team
- Managing boss
- Budgeting
- Customers
- How would you communicate (email/telephone/face to face)

Tip: Not trying to capture every moment of their waking day, just paint a picture to better understand this persona.

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3.HOPES & GOALS

- What does this person want to achieve?
- What makes them feel good?
- What are their aims in life/in their role?

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4.PAIN POINTS

What role specific problems does he/she face?

- What do they find frustrating?
- What do they struggle with?
- What are they worried about?
- What threatens them?

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5.KNOWLEDGE & LEARNING

Where does this person go to learn?

Examples:

- Events
- Groups
- Google
- Social media (what channels)
- Networking
- Team
- Conferences

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6.INFLUENCES

What or who could influence his/her decision making?

- Peers
- Team
- MD
- Budgets
- Targets
- Competitors
- Industry bodies

Examples:

- Publications types
- Websites
- Social groups
- Other media channels

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7.WHAT TRIGGERS THIS PERSON TO WORK OR PARTNER WITH YOU?

- What triggers a purchase decision?
- A compelling event?

Example:

- Competitor activity
- Proving worth
- Sale push
- Phone call / email from you

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8.BARRIERS

- Why might this person decide not to use you?
- Why might they decide to use someone else?

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9. AIMS

What does this person want from your service/product/relationship/ partnership?

Core Aim(s)

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10. DIFFERENTIATORS

- What makes you different?
- Why do those customers who are loyal stay with you?
- What good things are being said about you?

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**BUYER PERSONA
PROMPT CARDS:
B2C**

1.BACKGROUND

Demographics: Social statistics about your ideal customer.

- Age
- Gender
- Marital status
- Family
- Geographic location
- Education
- Career information

Tip: Be specific enough that you can visualise, but not so detailed that you limit who this persona applies to. Choose a name here.

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2.FINANCES

Financial background may influence how you market products or services.

- Household income
- Individual income
- Breadwinner
- Spending habits (frivolous, prudent, save, splurge)
- Preferred method of payment

Tip: Google "generational buying power" or "generational spending habits" for studies and surveys on spending/shopping habits of various generational groups.

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3.A DAY IN THE LIFE

Snapshot of their day. What are they dealing with on a daily basis that you can empathise with.

- Weekday (morning, afternoon, evening)
- Weekend (morning, afternoon, evening)

Tip: Not trying to capture every moment of their waking day, just paint a picture to better understand this persona.

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4.HOPES & ASPIRATIONS

What are this person's hopes and dreams, what do they want out of life right now?

Examples:

- Children to be happy/healthy?
- A tidy house?
- Go back to work/leave work?
- Time to herself?
- Stop feeling guilty for...?

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5. PAIN POINTS

In-depth understanding allows us to empathise, making it easy to craft messages that alleviate fear, and may evoke an emotional connection.

- What frustrates this person?
- What do they struggle with?
- What are they worried about?
- What are they frightened of?

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6. KNOWLEDGE & LEARNING

Where does this persona go to learn?

Examples:

- Events
- Groups
- Online
- Social media (what channels)?

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7. INFLUENCES

Who/what could raise awareness or influence this person consciously or subconsciously?

Examples:

- Publications
- Social groups
- Websites
- Other media channels

Tip: Who is most influential as they move through each stage of the buying process?

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8. WHAT TRIGGERS THIS PERSON TO BUY THE PRODUCTS/SERVICES YOU OFFER?

- What triggers a purchase decision?
- A compelling event?

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9.BARRIERS

- Why might this person decide not to use you?
- Why might they decide to use someone else?

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10.AIMS

What does this person want from your service/product?

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11.BRAND AFFINITIES

- Are there any standout brands/services our personas are drawn to?
- What other brands are our personas connected with?

Tip: Understanding the brands your persona is loyal to, provides additional insight in to what matters to them. It may also offer future business opportunities in the form of strategic partnerships and co-branding opportunities.

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CONGRATS, YOU NOW KNOW HOW TO BUILD PERSONAS

We hope you have found this toolkit valuable and are ready to implement everything you have learnt.

To find out how we can support you in your role, speak to one of the team by emailing hello@fabric-academy.com

Did you know we teach you how to effectively build buyer personas in much more detail as part of our Master Strategy Programme?

AMBITION HAS NO LIMITS



Our programme runs four times per year, in January, April, June and September.

To find out if it's right for you, download the brochure.

Scan the QR code or visit fabric-academy.com/download-brochure to download our brochure



WHAT OUR COMMUNITY SAY ABOUT US

"My experience with Fabric was invaluable. The amount of relevant and interesting content that was distilled into easily digestible chunks made for really fun learning and I would recommend this programme to anyone wanting to increase their knowledge and skills."

Hannah, Content Manager, West Barn Co

"If you're looking to develop yourself professionally outside of work, challenge yourself more and experience a more hands-on approach to developing your own knowledge and learning, this is the course for you."

Kim, Marketing Manager, Kia Motors

80%

of learners would recommend our course

Data collected as part of an NPS survey

100%

of learners absolutely loved the Fabric programme

Data collected as part of a CSAT survey

**BECOME
THE MARKETER
YOU WANT
TO BE IN JUST
12 WEEKS**

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