

B2B

Buyer Persona Education Guide



NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono



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What is a Buyer Persona?



Buyer Personas are semi-fictional representations of the different types of people who influence, advocate for, and decide on the purchase of your product or service within an organization. They depict generalized characterizations of your ideal customers. Buyer Personas can help you understand their needs and challenges, media usage, and role in the decision making process.

- They can provide insights into your target customers' media habits i.e., where and how they like to be educated, where they learn about new products & initiatives and their trusted sources of the latest industry news/announcements.
- They are tools for focusing your brand and marketing messages, plus tailoring content to your target customer.
- They are powerful tools for focusing the efforts of your internal sales & marketing team, channel partners, external agencies, freelancers, and specialists.

Creating buyer personas is about identifying collective groups of people who are more likely to buy your product or service because it best meets their needs and those of the organization. The objective is to consolidate the group's needs and behaviors into a profile depicting a 'generalized' person.



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First, you need to gather audience insights and data to build your **Buyer Personas**.

Sources of information include:

Sales teams & channel partners

Consider your team's feedback and insights gathered from sales data regarding different types of buyers within your category with similar objectives, behaviors, and values. What generalizations can you make about the different types of customers who purchase your product/service?

CRM

Your CRM system is a valuable data source for obtaining customer insights. This could be as simple as identifying the job titles of people who have bought your product/service in the past or more advanced analysis depending on the capability of your system.

Website

You can use website analytics to validate the demographics of people visiting your website.

SEO

Use Google Analytics or an SEO tool to find the popular keywords your personas use when searching for solutions to meet their needs. These will identify the questions they are asking in Google.

Customers

Identify and reach out to your in-market customers to see if they would like to participate in your research. Interview or survey them to understand why they engaged with your company to purchase your product/service.

Social Media

Social media provides a wealth of information. First, review your channels to identify people who engage with your content (those who regularly Like, Share & Comment). Explore their various personal profiles, read their posts, look at their followers, networks, and communities to start building your personas. This exploration can also be done across your in-market competitor's social media channels and other inspirational (like-minded) brands.

The Buyer Persona template is designed to house the information you discover, collect and collate, the objective is to create a generalized depiction of a specific type of target customer.

Buyer Personas should be living documents that evolve to become more factual over time. Start by developing three to four and gradually build them as you continue to collect customer insights.

Focus on building the 'At a Glance' page first. Start with what you know now and build a better picture of your customer over time.



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Need an example?

We have provided a sample persona
depicting an ideal customer for a
financial management software company.



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At A Glance > Summary Of Persona



Age 35 – 45

Location/s

Sydney / Melbourne

Possible titles

Managing Partner, Managing Director, CEO, Co-Founder

Core role

Manage:
Business development, senior client relationships, creative/marketing strategy, operations & production plus all commercial functions, including legal & finance

Key relationships

Internal: Account Managers, Project Manager & Creative Partner

External: lawyer, accountant, team of sub contractors, clients & prospects

Role in decision-making process

Overall decision-maker, but will need to discuss with her Creative Partner.

Bio

Background & characteristics

After many years of working as a senior client manager in large marketing and advertising agencies, Estelle decided to set up her own. Her job is 24/7 as she juggles client relationships and business operations. She's strategic and ambitious and loves to win new business. In her ideal world, her agency will be much bigger but still feel 'boutique'. She embraces technology to streamline processes for her team. Looking after finances is a necessity but also a chore.

Why should they be a customer?

Estelle is motivated to be more successful and is always looking at ways for the agency to build resilience and grow:

- visibility of finances, giving her a sense of business certainty, providing peace of mind (allowing her to sleep better at night).
- build trust and reputation as a commercially credible company with staff, contractors, vendors, and customers.

Type of company they work for & company culture?

The company is a small yet mighty marketing agency with 4-5 full-time staff with a substantial network of subcontractors.

It's a work hard, play hard culture, driven to deliver for the client at all times.

How is their performance measured?

Being able to pay wages and bills on time, including paying herself. High staff morale resulting in longevity of employment. Awards/recognition for creative/strategic work. Winning new business and retaining long-term client and vendor relationships.

Goals to achieve

- 1 Making financial management easier
- 2 Constant and efficient tracking and management of all projects
- 3 Freeing up time to focus on growth and her team, helping them to focus on doing a great job

Pains to avoid

- 1 Systems that add to her workload
- 2 Costly and time consuming implementation
- 3 Suppliers that don't understand the marketing industry (speak the lingo)

Quotes – what persona says

"Financial management is an essential part of my job but it grinds me down every day. I never seem to get on top of it."

Quotes – what we want persona to say

"Now I can have financial visibility so I can plan ahead and sleep at night."

Media Research & Consumption >

What question(s) is the persona looking to answer when they research? (i.e., Google search, industry websites, etc.)

- How can I make our financial management more effective without investing considerable time and money? • What are the best outsourced accounting options for marketing agencies?
- What are the best turnkey financial management platforms for small successful agencies? • What financial management solution do we need right now and in the future?
- What are the support options and how long does it take to implement?

What digital channels, social media channels/groups do they use?

- LinkedIn
 - Marketing International (group)
 - Digital Marketing (group)
 - Future Trends (group)
 - Entrepreneur's Network (group)
 - Business Evolution (group)
- Facebook
- Instagram
- YouTube
- X (Twitter)

Relevant industry online news, publications & associations

- ADMA: www.adma.com.au
- B&T: www.bandt.com.au
- AdNews: www.adnews.com.au
- Mumbrella: www.mumbrella.com.au
- WARC subscription based insights: www.warc.com
- How I Built This (podcast)
- Digital Marketing (podcast)
- Everyone Hates Marketers (podcast)
- Mixergy (podcast)

What topics do they find interesting on digital channels, social media channels/groups, industry websites and/or publications?

Marketing:

- Innovative advertising, PR & marketing campaigns
- Digital marketing techniques, trends & tools
- Inspirational graphic design ideas
- Consumer research trends & innovations
- Latest work & announcements from her competitor's and the industry

Business growth:

- Startup founder stories
- Latest techniques, tactics & tools to achieve financial, business, creative and production efficiencies
- Growth hacking for marketing agencies
- Agency success stories from around the world
- Leadership and people management methods

What else is important to know about their media habits? (preferences, dislikes, memberships/subscriptions, etc.)

- Tends to use LinkedIn and X (Twitter) for work and keeps Facebook and Instagram for personal use
- She sees herself as a marketing thought leader regularly posting views and opinions about the industry and re-posts relevant articles, reports, etc
- She is an active participant in LinkedIn groups and marketing associations

Goals > What are they trying to achieve?

- Build reputation to promote agency growth, evolve from a small creative shop to a well-respected boutique agency
- Efficient financial management to achieve better business decision-making, reducing risk, giving Estelle the certainty to focus on growth and her team
- Running a tight ship that consistently delivers will build the agency's reputation with stakeholders, clients, vendors, staff, and contractors
- Track and manage projects before they make a loss (ensuring they're profitable)
- Estelle believes wholeheartedly that the key to success isn't just winning new business. It's also improving profitability, so she wants to stay on top of every job

Challenges > What do they find difficult, what is stopping them from achieving their goals?

- Lack of time (bandwidth) to get to 'big picture thinking' because Estelle is too busy and doesn't have the ability to prioritize and streamline her day-to-day tasks
- There are so many turnkey financial management solutions; it's hard to determine what's suitable for the agency and identify who she can trust
- Systems that add to her workload or that of her team
- It's hard to see where she would start implementing a solution like this because the change seems too great, and she can't afford any downtime
- Tech solutions that don't understand the marketing industry and haven't experienced the complex, time-sensitive processes of a small agency
- Costly and time-consuming implementation and maintenance

Quotes > What do they say about their goals & challenges?

- "I'm tired of not knowing where we are financially; I want to have confidence knowing we're on the right path instead of floundering. I would love to have peace of mind."
- "I read a lot about business innovation and trends, but it's hard to see how we can practically apply them when our foundations seem shaky."
- "It feels like we are treading water, working day to day rather than getting ahead."
- "We want something effortless because we don't have time for effort beyond our work."

Information to progress > What information do we need to present to convince this persona?

- Clear descriptions of specific platform functionality delivered in easy to understand info formats: video tutorials, charts, tables (with links to detailed information if Estelle needs them)
- Product comparison tables (could be on review websites)
- Customer support info demonstrating 24/7 access to an account manager in her time zone who understands marketing
- Consistent, transparent pricing, i.e., license fees, features and options, maintenance and support
- Testimonials and logos of other agencies
- Detailed, relevant case studies that show ROI
- Demo of the product; watching a video is a good place to start, but Estelle wants someone to walk her through the platform and answer her questions as they go

Barriers to purchase > Why they wouldn't purchase our product/service?

- Hesitant to partner with a small emerging tech company
- Lack of evidence of local clients in Australia
- Lack of brand reputation – perception that a New Zealand-based will not have thorough knowledge about Australian accounting and tax
- Perception of limited on the ground support
- Perception that this will take too much time and effort to set up
- Estelle's existing tech solutions require a lot of integration and are only just holding together. Feeling nervous that it's too fragile to disturb.

Elevator pitch > What are the key points in your sales pitch to this Persona? (based on their goals, challenges & barriers)

This section is where you insert a tailored elevator pitch based on helping this persona meet needs and overcome challenges while navigating the barriers.

Over to you!

We have two templates for
you to build your own personas:

TEMPLATE ONE

'At A Glance' is for those
who are starting out on
their audience exploration.

TEMPLATE TWO

takes you through a
more in-depth analysis
(as demonstrated in this guide)

