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Buyer Persona Education Guide



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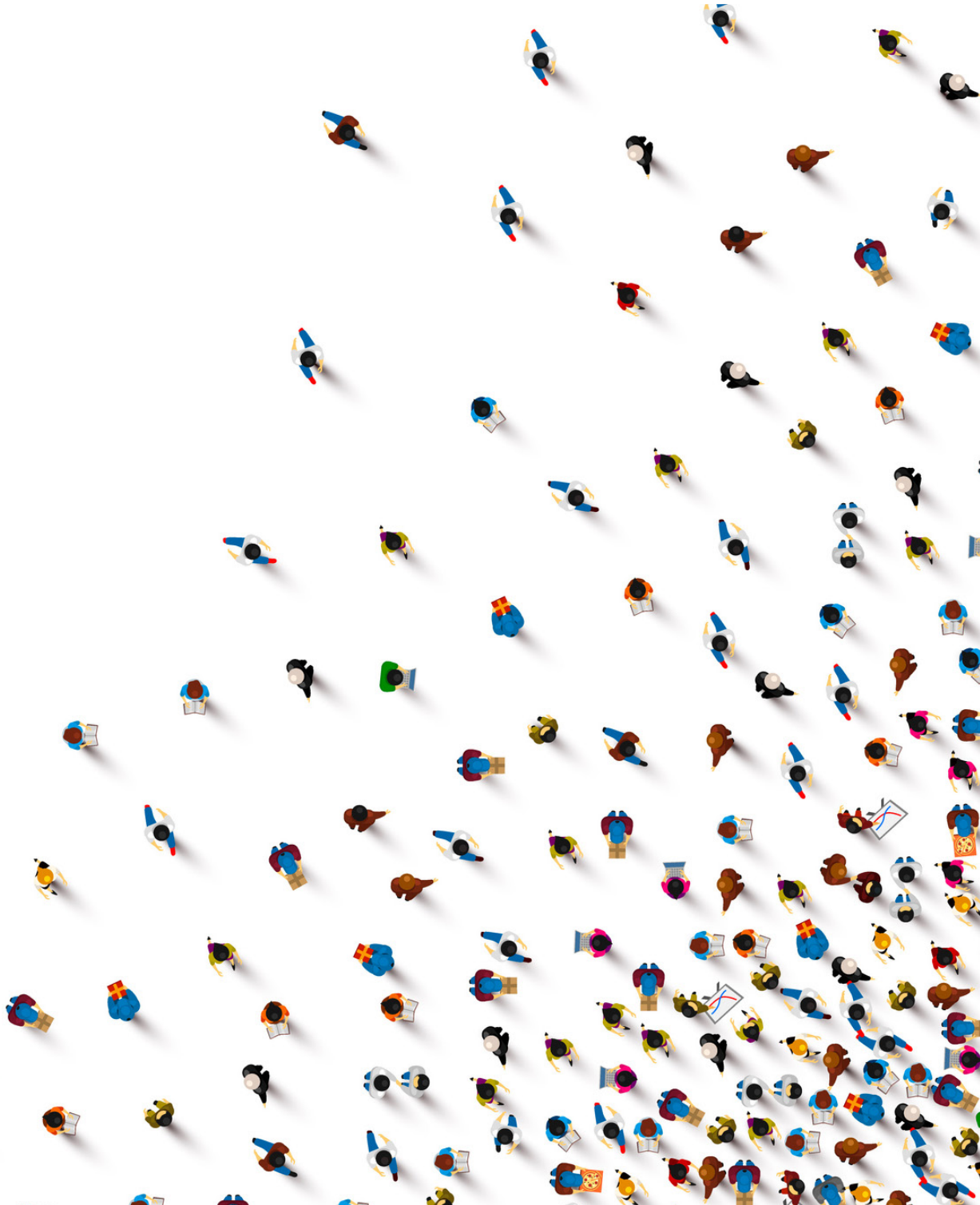

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What is a Buyer Persona?

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. They depict generalized characterizations of your ideal customers. Buyer Personas can help you understand their needs and challenges, media usage, and purchase decision processes.



- They can provide insights into your target customers' media habits i.e., where and how they like to be entertained & educated, where they learn about new products & initiatives, and their trusted sources of the latest trends.
- 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 or tribes of like-minded people who are more likely to buy your product or service because it meets their specific needs. The objective is to consolidate the group or tribe's needs and behaviors into a profile depicting a 'generalized' person.

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

Sources of information include:

Sales teams/distributors

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?

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 popular keywords your personas use when searching for solutions to meet their needs. These will identify the questions they are asking in Google.

E-Commerce and CRM

Your online store and CRM system are essential sources for obtaining customer insights through the data. Investigate what products are purchased and what your customers say about the products (reviews, comments, etc.)

Customers

Identify and reach out to your in-market customers who actively engage with your brand to see if they would like to participate in your research.

Interview or survey them to understand why they purchase your product, how it helps them solve specific problems or adds value to their lives.

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
for a manuka honey customer.

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At A Glance > Summary Of Persona



Age 40 - 45

Job Funds Manager

Location New York

Family Single - no children

Education Bachelors

Personality traits

- Ambitious: deal closer
- High achiever
- Keeps a tight set of trusted friends
- Passionate learner so knowledgeable
- Confident in his knowledge & eager to share
- Self promoter
- Self-styled thought leader

Other brands they love & use

- Bulletproof
- Pelaton
- Aesop
- Telsa
- Patagonia
- Everlane
- Athletic Greens
- Allbirds
- Nuun
- Equinox

Bio

Who are they, what are they passionate about?

Nathan invests in himself. He works hard to continually improve his appearance, health, career, network, friends, etc. He has no time for sickness and has chosen to explore natural remedies to fuel his hectic lifestyle. Nathan continually seeks healthy solutions to counterbalance the harmful effects of his hectic workload and his work-driven socializing.

Why should they be a customer?

He is 100% committed to natural remedies:

- An avid label reader who will commit to brands he can trust
- Continually seeking superfood ingredients that will give him the edge he needs

Goals to achieve

- Overall stamina to keep pace with his lifestyle
- Maintain gut health; healthy from the inside out
- Maintain credibility with peers by sharing the latest natural product information; he loves being a trusted go-to resource

Frustrations to avoid

- Distrustful brands; natural green-washing, science he doesn't understand and lack of label transparency
- Difficult and/or time-consuming preparation
- Not feeling the benefit of the product

Key media touchpoints

1. Instagram
2. Google
3. Amazon
4. Podcasts
5. YouTube

Information to purchase: What information does this persona need to be convinced?

- Testimonials from credible sources
- Product usage information
- Provenance facts
- UMF; how to understand it, what the grade is and what it means regarding potency

Quotes – what persona says

"My motto is work hard, play hard, repeat. I fuel my body from the inside out, but it's exhausting finding the best natural wellness products for me to stay ahead of the game"

Quotes – what we want persona to say

"I've found the perfect natural remedy that not only works wonders but also tastes great! It's like tapping into the essence of New Zealand's natural ecosystem, but now it's the fuel for my ecosystem"

Media Research & Consumption >

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

- What superfoods will increase my energy levels?
- What are the health properties of honey?
- Where can I find the world's best honey?

Favorite social media channels, messaging & groups

- Instagram
- X (Twitter)
- LinkedIn
- YouTube
- Tik Tok

Favorite blogs, podcasts, websites, publications

- www.menshealth.com
- www.daveasprey.com
- www.mrporter.com
- Clean & Delicious (YouTube channel)
- Fit Men Cook (Instagram)
- The Tim Ferris Show (podcast)
- The Model Health Show (podcast)

What topics do they find interesting on digital channels/platforms, social media channels/groups & publications?

- Food exposés
- Recipes: quick, easy & convenient
- Skincare: natural & organic
- Immunity & vitality boosters
- Self-care: tips, remedies & products
- Wellness, nutrition & exercise: latest trends, technologies, innovations, science & routines
- Restaurants: food/cuisine trends

Favorite thought leaders/influencers & why they influence the persona

- Rich Roll: organic health & wellness guru
- Dave Asprey: nutrition innovation to improve performance, health & wellbeing
- Wim Hof: inspirational lifestyle coach

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

- Active on Instagram; feed & stories for sharing natural health knowledge. Regularly purchases products from Instagram advertisements
- Frequent user of YouTube & Tik Tok for lifestyle 'hack' tutorials
- Avid listener of Podcasts for insights and inspiration on self-improvement and well-being

Needs > What are they trying to achieve?

Nathan works hard to achieve a high-performance lifestyle. He can't afford his health to slip backward, so he's always exploring the latest natural products to give him an edge. His financial growth and social standing are dependent on his health and appearance.

Nathan has limited downtime, so he establishes health and wellness routines. He continually explores options to automate his lifestyle, i.e., news, entertainment, groceries, etc. He needs to stay informed in short, accessible, bite-sized chunks of information.

Challenges > What do they find difficult, what is stopping them from meeting their needs?

With the continual emergence (bombardment) of natural wellness fads, Nathan finds it hard to evaluate viable/reputable solutions. He doesn't have time for extensive research and has to rely on influencers to direct him to emerging trends, innovations and products. He also explores consumer reviews on Amazon.

When he is researching, he finds it hard to sift through the 'noise' to identify products/brands that are credible.

How can we help? > How can our brand & products help them overcome their challenges or satisfy their needs?

- Showing not telling the health & wellness benefits and uses of our products.
- Offering a diverse range of health & wellness lifestyle hacks (beyond honey) backed up by testimonials from U.S. consumers and reputable sources to provide validation.
- Explain how manuka honey has moved from toast to a wellness routine used by high performers.

Path to purchase > What's involved in the purchase process? What has recently changed in the purchase process?

Initial interest in the manuka honey category:
- Article/interview in Men's Health
- Google research to understand the category

Engagement with our brand/product:
- Promoted Instagram content and then 'follow'
- Google search
- Website

Product selection and purchase:
- Amazon (reviews & purchase)

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

- Recommendations; being swayed by other manuka brands who use celebrity or authoritative influencers
- Not understanding all of the different uses of manuka honey
- Confusing information around the strength/potency of manuka gradings
- Not feeling effects quickly and moving onto other natural remedies such as apple cider vinegar, tonic herbs, adaptogens, bone broth, etc

Marketing messages > What messages would you use to attract/engage this persona? (based on their goals, challenges & barriers)

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

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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)

