

Buyer Personas: The Centerpiece of Customer-Centric Marketing

Before you can determine how to engage customers, you must get to know them first. And the best way to do that is with buyer personas.

77%

of the most successful content marketers use personas, as opposed to

36%

of the least successful.

Source: 2018 CMI Benchmark Report

To be effective, buyer personas should be built on insights from customers through first-person interviews.

Only

42%

of content marketers are actually talking with customers to understand their needs.

Source: 2018 CMI Benchmark Report

There's no substitute for the insights you can glean from speaking directly with customers about their buying experiences and needs, or for the buyer personas you can create with them. That said, if you aren't ready to take on a full buyer persona project but want to tailor your content, website and marketing to be more customer-centric, this worksheet is a good place to begin!

BUYER PERSONA QUICK-START

Persona Name:

Functional Role:
Industry:
Business Size:
Possible Titles:
Buyer Type: <input type="checkbox"/> Champion <input type="checkbox"/> Influencer <input type="checkbox"/> Decision-maker <input type="checkbox"/> User <input type="checkbox"/> Ratifier
Describe persona's role in the buying process:

Top three priorities:		
1.	2.	3.

Top three pain points:		
1.	2.	3.