



Buyer Personas

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WHAT ARE BUYER PERSONAS?

The background is a solid blue color with several white line-art illustrations. At the top left, there are several small stars. In the upper right, there are two stylized fireworks. In the lower right, a rocket is shown launching upwards, leaving a trail of clouds. On the left side, a flag with a cross-like symbol is planted on a curved horizon line. The horizon line is decorated with several small, simple line-art shapes that look like craters or rocks.

- Representations of ideal customer profile.
- Personas are based in real data (demography, behavior, motivations, responsibilities, challenges...)
- They help us to direct our efforts and contents to each customer
- A business can have more than one persona

HOW TO BUILD A PERSONA?

Methodology: 5 Rings - *Buyer Persona Institute*:

1. Initiative
2. Success Factors
3. Perceived Barriers
4. Decision Criteria
5. Buyer's Journey

HOW TO BUILD A PERSONA?

The background is a solid blue color with white line-art illustrations. At the top, there are several starburst or firework-like shapes. In the middle, there are more starbursts and a small rocket ship on the right side, emitting a trail of clouds. At the bottom, there is a curved horizon line representing the Earth's surface. On the left, a flag with a cross-like symbol is planted in the ground. In the center, there are some small, simple shapes that look like craters or rocks on the surface.

1. Qualitative Research
2. Choose your sample
3. Go deep in questions
4. Analyse by different perspectives



**DR.
DISSATISFIED**



**DR.
BEGINNER**



**DR.
ADMINISTRATOR**



**SECRETARY
IN CHARGE**

REFERENCES

BUYER PERSONA INSTITUTE

- 5 Rings
- Example
- Blog
- Adele Revella Video

OBRIGADA ❤️

