

# Buyer Personas

**Your guide to organizing  
audience insights for smarter,  
better engagement marketing.**

NAME

Sophia Larson

AGE

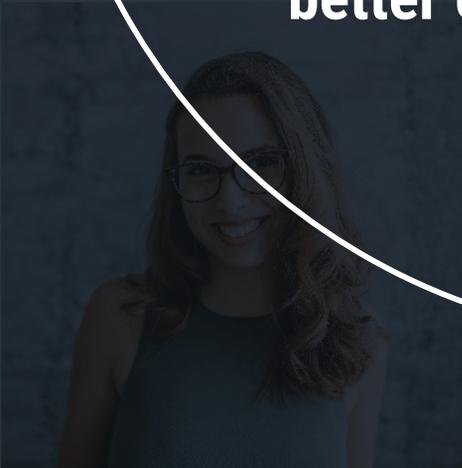
25

EDUCATION

College

LOCATION

Milwaukee, WI



ABOUT

Sophia is a go-getter starting out her career. She aspires to work her way up and take on new tasks. She loves her family and her pets. She rents an apartment in the city. Sophia enjoys cooking and loves watching cooking shows and reality television. She likes reading in her free time and is a part of a local book club. She splurges on herself every now and then and enjoys dressing up on occasion.

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QUOTE

"Art enables us to find ourselves and lose ourselves at the same time."



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ENGAGEMENT MARKETING

# DEAR READER

Good marketing doesn't happen by accident. It takes talent, insight, and a whole lot of information. And, one of the first and most important elements of that fact foundation is knowing who the heck you're talking to.

That's where audience personas come in. Personas are semi-fictional profiles of your ideal customer. Rooted in market research and current customer information, they can include a variety of demographic, psychographic and channel use data that can be used to craft more effective and strategic messaging.

With that in mind, we've created this editable persona template to help you organize your data and visualize your audience – and we'll even show you how to use it.

Best of Luck,  
Team Zizzo



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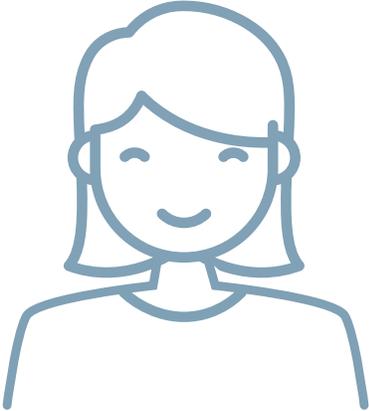
**NAME**

**AGE**

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**OCCUPATION**

**LOCATION**



**ABOUT**

**QUOTE**

**ATTRIBUTES**

**LIKES**

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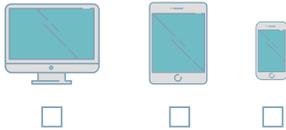
**GOALS**

**FRUSTRATIONS**

**FAVORITE BRANDS**

**TECHNOLOGY USE**

**SOCIAL MEDIA USE**



## Visualize Your Ideal Customer

This template is designed to distill all of the information you'll need to craft an effective marketing strategy into a single, easily-digestible piece. While these elements are rooted in insight, don't be afraid to get a little creative.

### NAME

This is how you refer to this persona. Are they a "Fickle Francis" or a "Fred Finkle"? As long as it's memorable and recognizable, it's entirely up to you.

### DEMOGRAPHICS

How old is this person? Are they well-educated? What job function or industry do they work in, if any? Where do they live? These are all questions you should be able to answer about this audience subset. Oh, and, while you shouldn't judge a book by its cover, include a photographic representation of what this person looks like.

### ABOUT

Summarize how they got to their current point in their buyer's journey. If you're not sure where to start, think of it as the setup of a story:

#### ONCE UPON A TIME...

Introduce your persona as the main character of their own story.

#### THEY WOULD ALWAYS...

What are their behaviors and what are they trying to accomplish?

#### BUT THEY HAD A PROBLEM...

What obstacles do they face that you can help them overcome?

#### THEY TRIED TO SOLVE IT...

How are they currently trying to solve their problem?

#### THEY WISHED THAT...

What's the problem with their existing solutions?

# USING THIS TEMPLATE

## QUOTE

Try to capture their personality in a sentence or two.

## PERSONALITY

### ATTRIBUTES

What traits would you use to describe this person? Are they introverts or extraverts? Analytical or creative? Traditional or unconventional? Frugal or lavish? Skeptical or trusting?

### AFFINITIES

When making a purchase decision, what are their likes and dislikes?

### MOTIVATIONS

Are there any deal-breakers in their buyer's journey? Is there a tipping point that could close the sale? Not sure where to start? Think: price, comfort, convenience, speed, quality, or perception.

## GOALS AND FRUSTRATIONS

In seeking your product or services, what do they want to accomplish? What about the options they've already tried didn't work out for them (ex. poor quality, lack of features, bad user experience)?

## BRANDS

Are there any brands that resonate with them or that they're loyal to?

## TECHNOLOGY

What technical considerations must be made in order to reach them? What, if any, social media platforms do they regularly engage with?

## We're Here to Help

Building a good, useful audience persona takes a lot of information. While some of that can come from intuition and familiarity with your business, sometimes it takes an outside perspective to dig in, poke around and uncover the nuggets of truth that you need.

That's where we come in. From stakeholder interviews to mass surveys, we can do the tedious work of uncovering your audience insights. Heck, we'll even wrap it up in a nice little persona profile like this one.

Want to learn more about our market research and consulting capabilities? Give us a call at 414-319-5700 or send an email to [hello@zizzogroup.com](mailto:hello@zizzogroup.com).

## Technical Support

To edit this template, we recommend using Adobe Acrobat.

To save it for future reference:

1. Fill in the highlighted fields with your buyer profile information.
2. Click the avatar icon to upload a photographic representation of your persona (JPEG or PNG format; 600x600 recommended resolution).
3. To save your profile as a JPEG: File > Export To > Image > JPG