

IDEAL CUSTOMER *workbook*

prismatic creative co.
strategic branding + web design for small business owners

A photograph of a laptop with a marbled cover in shades of pink, orange, and white. The text "The Basics" is written in a black cursive font across the center of the laptop. The laptop is placed on a round, woven straw ottoman. In the background, there is a white sofa and a window with light coming through. A green plant is visible in the top left corner.

The Basics

What is a Buyer Persona?

A Buyer Persona is a fictional character/representation of your ideal customer. Your ideal customer is that person that you really want to attract to your business. The person that you're actively trying to interact with and turn into a purchaser rather than just a 'window shopper'. The Buyer Persona character is based on market research, actual data from your existing customers, as well as a few educated assumptions. Buyer Personas describe who your ideal customers are, from their general demographics (age, occupation, etc) to their everyday challenges.

Why does it matter?

A Buyer Persona is really useful for your business! A Buyer Persona can help you understand your audience to a new level. They can help you better relate to them and understand their needs and desires so that you can create a tailored experience for them. These Personas allow you to target your marketing efforts in a strategic way to best transform your relationship with the ideal customer from being a window shopper to a repeat customer. Buyer Personas are one of the most important parts of a successful marketing strategy.

How do I use a Buyer Persona?

As mentioned previously, a Buyer Persona is one of the most important parts of a successful marketing strategy. They help you understand your current and prospective customers on a whole new level. So naturally, you'll use this information to tailor your strategy to best reach them, including tailoring your content, messaging, product development, and services. Your goal with your business should be solving the problem or fulfilling a need that your ideal customer has.

Once you have that Buyer Persona outlined, you can use it to create powerful marketing segments that can help you:

- Understand your audience a bit better so that you can connect on a deeper level with them
- Understand how your audience connects with your business
- Learn why your audience uses your products or services, and how they use them.
- Segment your audience into appropriate groups for your various marketing efforts.



*Elements of a
Buyer Persona*

What goes into a Buyer Persona?

There are a few key elements that go into a Buyer Persona, and it is important not to leave any out! Leaving out elements when creating your Personas could mean you aren't accurately representing who your ideal customer is and their specific needs and goals.

Name

Give your ideal customer a name to better help visualize who they are.

Who are they?

Include job title, age, gender, salary, location, etc.

What are they interested in that you can provide to them?

Examples include entertainment, educational content, case studies, information on new products, services, etc.

Where do they usually 'hangout' online?

Are they frequenting Facebook, Instagram, Twitter, Pinterest, or niche platforms?

What goes into a Buyer Persona?

When do they look for content?

Are they active online on the weekends, during their daily commute, at night? (Use your social media platform insights and analytics to best determine this).

Why are they consuming this content?

Do they want to get better at their job? Are they wanting to become healthier? Are they wanting to change something in their life? Are they wanting to stay current or up-to-date with something?

How do they consume their content?

Are they reading social media posts? Are they watching videos? Are they reading blog posts?

Try creating a Persona for your ideal customer!

A photograph of a laptop with a marbled cover resting on a round, woven ottoman. The scene is set in a bright, airy room with a white sofa and a window in the background. The text "Build your own Buyer Persona" is overlaid in a black, cursive font on the laptop screen.

*Build your own
Buyer Persona*

Build your own Buyer Persona

Name

Who are they?

Job Title

Age

Gender

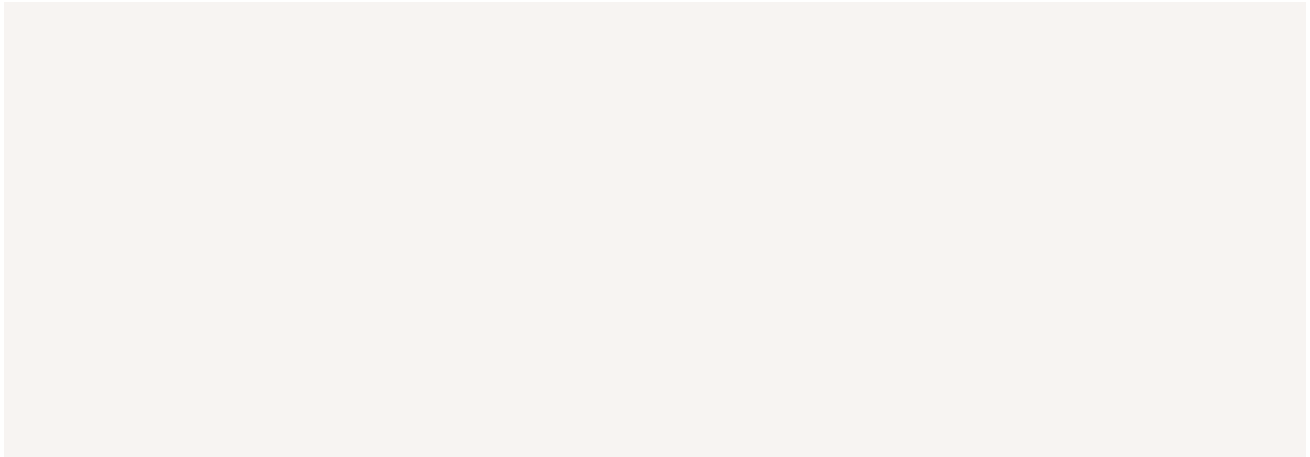
Salary

Location

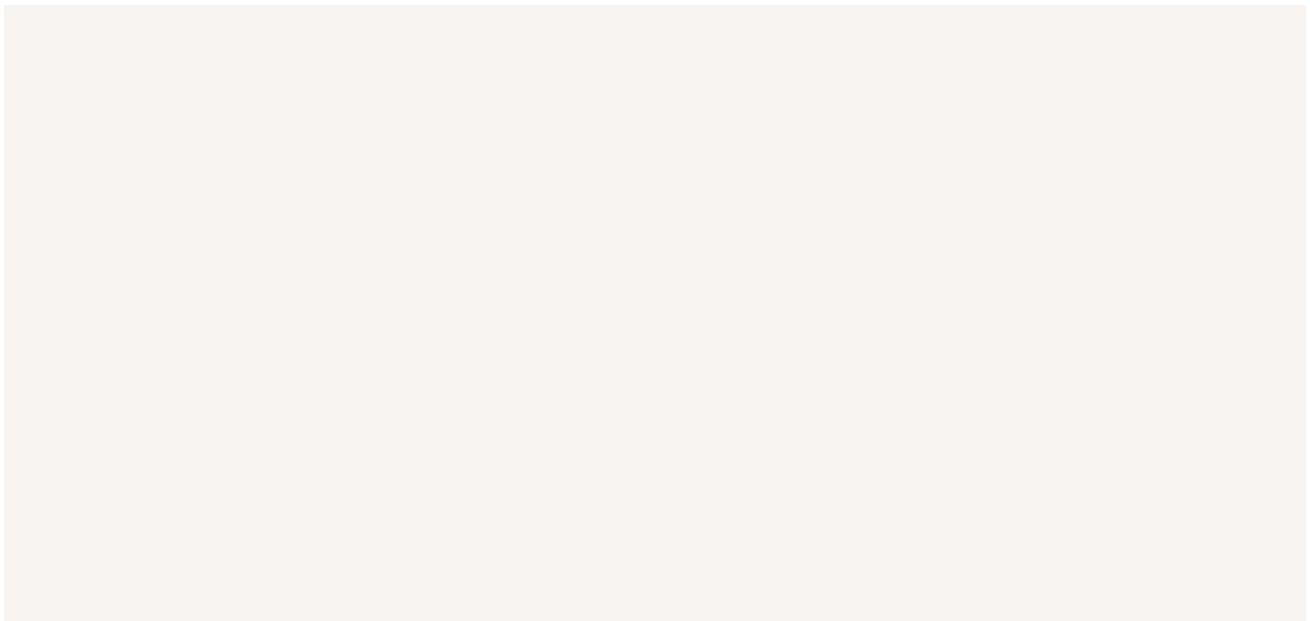
Additional Information About Them

Build your own Buyer Persona

What are they interested in that you can provide to them?



Where do they usually 'hangout' online?



Build your own Buyer Persona

When do they look for content?

Why are they consuming this content?

How do they consume their content?

Thank-you!

I really hope you enjoyed this ideal client/buyer persona workbook and that it helped you better understand your target audience!



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