

Add your own buyer’s image**Buyer Persona Template**

**Add their ‘name’ here**

* Add a few brief points eg:
* DINKIES, Silver Surfer, Millennials, Empty Nesters
* Disposable income
* Current employment situation
* Age, marital status, ethnicity
* Career aspirations and education level
* Family circumstances
* General helpful comments

**Buyer journey**

* Why do they buy your product?
* Who makes the buying decisions?
* What process do they go through to research your product or service?
* Who else influences their decision?
* How often do they engage with your company?
* Do they buy online, by telephone, in store?
* What other competitors are actively seeking their business?
* What upselling opportunities are there for them?
* What do they like about your product or service?
* Who do they tell (and how) about your brand?

**Likes and dislikes**

* These should be very general
* What newspaper do they read?
* Where do they shop for clothes, food etc?
* Do they listen to the radio, if so which stations?
* Do they eat out, visit the cinema, read or go to the theatre?
* Do they travel?
* Do they have a wide or small circle of friends?
* Do they have any special interests?
* Use this space to give as much information as possible about their lives and their passions
* Outline any real dislikes

**Social media**

* What social media channels do they regularly use and why?
* Examples include:
  + Pinterest
  + Facebook
  + LinkedIn
  + WhatsApp
  + Instagram
  + Twitter
* How confident are they with each channel and are they open to advertising on these channels?

If social media really isn’t important to your customer, this space can be used to identify other key routes to market.

They worry about…

Fill this space with their main worries. How can your business alleviate these concerns?

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