

Laser audience targeting:

How to create a detailed buyer persona?



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About Marketing6pack

The huge benefits of marketing used to be only for the success of big companies. Our mission is to give this same to individual entrepreneurs and small business owners. Your company can be successful and grow continuously if you do marketing, and do it right.

And we want to help you succeed and grow:

[Create a Marketing Funnel from planning to execution](#)

[Use Facebook messenger marketing like a pro](#)

[Set up your Autoresponder campaign in a weekend](#)

[And more](#)

The “ideal customer” image

One method of defining your ideal customer is to create an “imaginary” character that represents that customer, called a buyer persona. The more detailed you can make this persona, the better you will know what and how to market them. Think about their age and gender, where they shop, what they wear, their family, their income, etc.

Demographics

The background of the persona, or demographics, is the basic information about your ideal customer. This normally includes age, gender, marital status, geographic location, education, career information, income, etc. Because you have your marketing database

(and start making one if you don't already have one!) or Google Analytics, you already have a lot of this information. Combine it with some basic research and you can complete a fairly accurate background for your target persona. – What is their gender? Is it important? – What is their age? – What annual salary do they earn? – What kind of education do they have?

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Environmental

- Where do they live? Country, city, suburbs?
- What languages do they speak?
- What is their nationality or cultural background?
- What payment methods do they have available to them?
- What modes of transportation do they normally use?

Once you have thought about the areas above and have written some notes on each, you can then move on to writing up your final buyer persona profile.

When you know key demographic and psychographic information, like your target audience's age, occupation, income, interests, pains, problems, obstacles, habits, likes, dislikes, motivations and objections, then it's easier and cheaper to target them on social media, or any other media.

What do they want?

How do you know what to write in your advertisements? If you know what is in their mind, what problems they face, their fears, their motivation, and their dreams, the answer will be obvious. You will know which words will impact them, which pictures grab their attention, what problem (and what possible solution!) causes their heart to jump.

Psychographic

Determining the hopes and dreams of your persona as the things that the persona wants or needs, both personally and professionally allows you to create more targeted content.

It may even help you recognize additional products or services that could be developed as you identify gaps in your current offering.

Likewise, when you understand the fears of your persona, you are in a better position to empathize with them. So how can you learn what hopes, dreams, and

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- What do they want?
- What do they need?
- What kind of products/items have they bought previously?
- What are their favorite shops?
- What kind of sites do they visit online?
- What media channels do they consume?
- What kind of apps do they use on their phone/tablet?
- What are their goals?
- What is their biggest fear?
- What results do they expect?

If you know the main problem of your targeted audience, and you start to talk about that and the solution to that problem in your promotions, then the price won't be important for your audience anymore. You can start to slowly increase your prices AND generate more leads at the same time.

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What motivates them?

Just because you know what they want doesn't mean you know what motivates them. When it comes to marketing, the

WHY

is perhaps the single biggest hurdle – and once you leap it, the finish line is in sight. Below are just a few examples of what motivates different people:

- Having more money,
- Having more time for family or hobbies,
- Being secure, or providing security for their family,
- Getting more dates, attracting more guys/girls,
- Being healthier,
- Being happier,
- Being successful.

You will want to get as specific as possible. For example, if you identified your target market as new moms, that's great. However, if you identify your ideal client as a new mom that lives in Orange County, California, is between 25 and 35 years of age, primarily uses Facebook and has an interest in outdoors activities, you will be far more successful. Even the best marketing plan will fail if you are marketing to the wrong audience. Fill in the the following details to help you come up with a highly focused description:

- Age
- Location
- Goals
- Profession
- Income
- Pain Points (that your services can solve)
- Likes
- Dislikes
- Most used social network

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What's next?

Creating a detailed buyer persona is just the first step of your marketing plan. You also need to:

- Position yourself
- Create a sales funnel
- Automate the whole system
- Create landing pages

These are the things the "Complete Marketing Funnel" video course is about.

To show you step-by-step, how to set up and make them work by each component of your marketing. We don't just talk about things! We actually show you how to create one.

Get the Complete Marketing Funnel course for only \$9.99

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