

A QUICK GUIDE FOR BUILDING PERSONAS AND MAPPING THE BUYER'S JOURNEY [TEMPLATE]

Understanding the buyer's journey is vital when building digital experiences that reach your customers at critical junctures along their pathway from consideration to purchase. This instructional guide is an abridged version designed to help busy marketers get started.



Step 1: Develop Customer Personas

Start small by creating a buyer persona that represents your most common -- or valuable -- customer. Once you've gone through the process once, you can repeat it to build additional personas.

*A **buyer persona** is a composite sketch of your target prospect, identifying their real needs and interests in your product, and are based on interviews with real buyers or a marketer's own direct experience with them.*

Some of the insights you'll want to use include:

- **Demographics**
- **Daily life, habits, cares**
- **Attitude, personality traits**
- **Goals - what does he or she need or want to achieve (as it relates to your products)?**
- **Challenges - what are the pain points to achieving these goals?**
- **Communication preferences**

To get this information, survey your customers, talk to your account managers and salespeople, look at the social media profiles of your followers. Then complete the template provided, refining it as you go.



Persona #1: _____

Occupation/Industry: _____

Age Range: _____

Education: _____

Annual Income: _____

Family Status: _____

Lifestyle: _____

Attitudes: _____

Preferred communication: _____

Goals: _____

Challenges: _____

Now flip this sheet over to begin mapping the buyer's journey for this persona.



Step 2: Map the Persona's Buying Journey

The next step is to consider how the persona you just created will advance through each stage of the purchase funnel.

Every buyer's journey includes multiple touchpoints.

Some are human, like soliciting advice from a friend or family member, calling a customer service agent, or speaking with a salesperson. Others are digital, like checking review sites, downloading a whitepaper, using an online mortgage calculator or visiting a company's website to get more information. Sometimes both play a role.



Step 3: Determine How to Influence the Buyer During Each Stage of the Journey

Now that you've mapped this particular persona's buying journey, it's time to determine how to most effectively influence his or her decision by completing column 3 of the grid.

Use this information to assess which digital touchpoints merit the most significant technology investment and the type of content that needs to be produced in order to meet your prospect's need at every stage of the journey.

	Human Touches	Digital Touches	How to Influence
 Awareness of Need & Interest in Solution			
 Research Solutions			
 Evaluate Provider			
 Select Provider			