DEVELOPING PERSONAS

Buyer personas are a crucial component of successful inbound marketing, particularly for the sales and marketing departments. After all, the marketing team needs to know to whom they are marketing, and the sales team needs to know to whom they are selling.

1. What is their demographic information?

2. What is their job and level of seniority?

3. What does a day in their life look like?

4. What are their pain points? What do you help them solve?

5. What do they value most? What are their goals?

6. Where do they go for information?

7. What experience are they looking for when seeking out your products or services?

8. What are their most common objections to your product or service?