

What is buyer persona?



According to this definition from [HubSpot](#), “A **buyer persona** is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. When creating your **buyer persona(s)**, consider including customer demographics, behavior patterns, motivations, and goals.”

Having a deep understanding of your buyer is crucial to driving the type of content you create, images, text, tip sheets, graphics, etc., to the sales follow-up that works best to engage and retain them.

At its most basic level, a persona helps you to personalize your efforts toward your target market, whether that’s one market or several. For example, you might have a Board of Directors, people who buy one type of service or another, webinar attendees, downloaders, etc. Knowing who and how is important to you so you can tailor your message to what you know about each target market.

Why is buyer persona important?

The buyer persona – those we plan to market our goods and services to – is important to define prior to developing a content marketing strategy. Here, we take things one step further and begin to create content based on a buyer persona(s) and his/their needs and pain points. The goal is to provide information, tips, tools, and more to help reduce their pain points while considering your product or service as a solution. In the end, you want to know who your buyers are, and the type of journey they take as they move through a buying process. To get to the bottom of their buying behavior, you need to understand them fully.

Choosing your social media platform based solely on trends will get you to spend more time and money than you may need. It’s important to KNOW where your target audience is and who they are before jumping into any social media efforts. Any good social media or

Buyer Persona and the Keywords That Attract Them

marketing person will ask you who your target audience is before doing any work for you. If he/she does not, that's a red flag.

Before choosing a platform, you must be able to describe your **ideal client or target market(s)**.

The more you know about your ideal client, the better off you'll be picking the right social media platform to start with.

Who are your target markets?

Download "[The Buyer Persona and the Keywords That Attract Them](#)" guide to help you identify your target market(s) and the keywords to attract them.