

# Buyer Persona Fictitious Name

Buyer Persona Description Text

## BACKGROUND/ DEMOGRAPHICS

Job? Career Path? Family? Lifestyle?

## GOALS/ CHALLENGES

Cost savings? Value? Quality? What problem does your product or service solve for this persona?

## TECHNOLOGY/SOCIAL MEDIA

Device preferences? Social media platforms? Communication preferences?

## MARKETING MESSAGING

How can you describe your solution to have the biggest impact on your persona? What resonates most with your persona?

## ELEVATOR PITCH

Sell your persona on your solution - in a sentence or a few words.