

7 Questions to Ask to Create Effective Buyer Personas in B2B

Buyer personas are an important element of the B2B marketer's toolkit.

Key benefits include:



Better understanding of your target audience



Improved targeting and personalization



More effective and efficient content creation



Enhanced customer experience



Better alignment across teams

Here are seven key pieces of information to consider when creating B2B buyer personas:

3

What are their goals?

What are the things that they are looking to achieve in their role? For example: are they looking to streamline processes or are they looking to build a partnership with a supplier?



4

What are their needs?

What does our persona need to be able to succeed in their job and achieve their goals? How can we support them with this? For example, our persona might need a supplier who has an easy ordering system so that they can quickly and efficiently get on with their job.

2

What is important to them when they are looking for suppliers?

What are the key attributes that drive their choice of supplier? Different personas might look for different qualities e.g. one might look for price, while another might look for one-on-one support.

5

What are their pain points?

Are there any areas where a supplier is not meeting our persona's needs? Are there any key challenges they are facing that we as their supplier can help them overcome?

6

Which brands are they using?

Is our persona more likely to use any specific brands in particular? Why are they more likely to use these brands?



1

Which demographic (age, occupation and decision-making responsibilities) do they fit into?

Which age group does the persona fit into? What is their job title? Are they a senior decision maker or more junior? This allows us to start to understand the characteristics of the person we are talking to.



7

How are they interacting with suppliers?

Does our persona prefer to be contacted via email or would they prefer a face-to-face meeting?

To find out more about how B2B International can help your organization create effective buyer personas, visit our website or get in touch via info@b2binternational.com