



# Buyer persona template

Persona name and quick bio

## BACKGROUND

Age  
Occupation  
Status  
Education  
Location

## INFORMATION SOURCES

## KEYWORDS USED TO SEARCH FOR INFORMATION

## CONTENT TYPES PREFERENCES

## SOCIAL MEDIA PREFERENCES

## INFLUENCERS

## OBJECTIONS

## INTERESTS

## GOALS

## CHALLENGES/ PAIN POINTS

### AWARENESS

Content offers for Awareness stage

Videos, competitions, guides, eBooks, infographics, research, webinars, tip sheets, calculators

### CONSIDERATION

Content offers for Consideration stage

Case studies, testimonials, reviews, webinars, FAQs, demo videos, datasheets

### DECISION

Content offers for Decision stage

Vouchers, demos, estimates, online chat, free trials, coupons

How we help:  
key message