



LEVEL UP

ON PERSONAS

Buyer persona templates

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FABRIC



Buyer persona templates

This document contains templates so you can build effective personas for your organisation. The first is for building a B2B persona and the second is for a B2C persona.

We've spent years refining these templates to contain all the detail you need to build personas you'll actually use.

There's a lot of cut and paste templates around that don't give any guidance on how to use persona information to its fullest potential. That's why within each section of this document, we've outlined why each step is crucial and how you can turn the information you collect into actionable insights to guide your marketing strategy.



B2B persona templates



B2B persona template

PERSONA NAME

i.e. Marketing Manager Mary

*Insert persona
photograph*

DEMOGRAPHIC/BACKGROUND INFORMATION

This step is crucial when it comes to humanising and painting a clear picture of your audience.

You can use this information when building digital campaigns and choosing photography to make sure your brand imagery resonates with your personas.

Age:

Gender:

Marital status:

Family situation:

Geographic location:

Education level:

Job role/title:

Seniority:

DAY IN THE LIFE

What does a typical workday look like for your persona?

(meetings, emails, travel, decision making, managing staff etc.)

Understanding your persona's day-to-day activities and responsibilities will help you pinpoint the best times to post content to reach them.

HOPES AND ASPIRATIONS

What do they hope to achieve in their life?

This step is a key driver in allowing you to understand your personas on a personal level and how your offer can help them meet their wider personal goals. Mapping this out can help you effectively position your brand against competitors and craft messages that resonate.

PAINS

What causes them frustration or worry?

Empathy is super power when it comes to truly understanding your customer. This section is a brilliant way to get to grips with your audiences' pains so you can create content that answers their questions and provides solutions to the issues they face.

KNOWLEDGE AND LEARNING

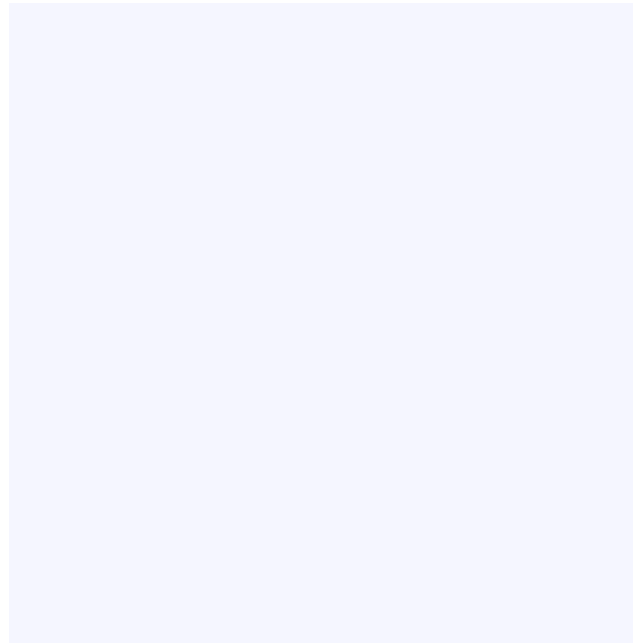
Where does this person go to learn, who do they learn from and how?

Generally, and specifically about your product/service. This section can be used to guide your channel strategy so be as specific as possible here.

INFLUENCES

Who or what might influence their purchase decision?

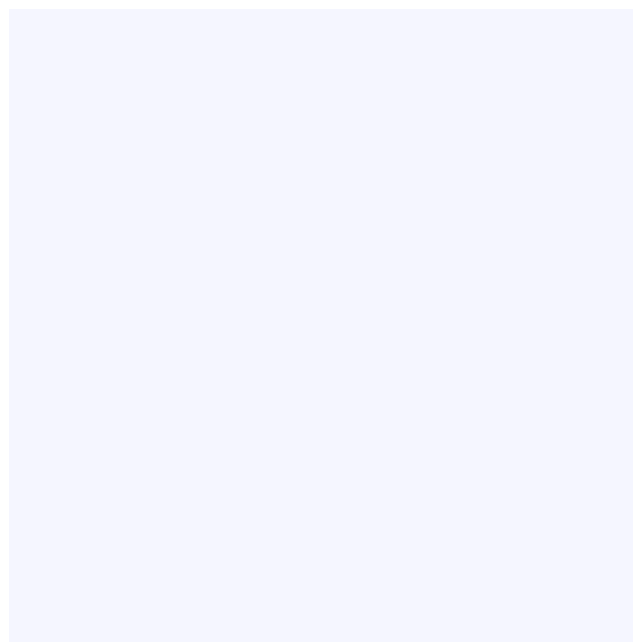
Building out your persona's sphere of influence can really guide your content topics. For example, if your persona is influenced by their Finance Director, you could create a resource around getting buy in from your FD.



TRIGGERS

What might trigger a decision to research about, or purchase your product?

This section is crucial for staying on top of any potential reactive marketing opportunities as well as guiding your tactical plan delivery dates. For example – if there is an upcoming legislation change, you can create a series of resources to support them through the change.



BARRIERS

Why might this person choose not to purchase, or choose someone else to purchase from?

Understanding what prevents your personas from making a purchase is key in allowing you to address incorrect perceptions through your messaging.

AIMS

What are the aims of purchasing your product or service, what do they want to get out of it?

Aims are a goldmine when it comes to shaping your value proposition and brand narrative.

CORE AIMS

Identify 3 or 4 core aims below, these what you believe matter most to your personas.

Taking the time to identify the top 3 or 4 things your persona aims for when engaging with your brand will help enable you to empathise with your personas to craft compelling key messages that capture their attention.

1.

2.

3.

4.



B2C persona templates



B2C persona template

PERSONA NAME

i.e. Millenial Mark

*Insert persona
photograph*

DEMOGRAPHIC/BACKGROUND INFORMATION

This step is crucial when it comes to humanising and painting a clear picture of your audience.

You can use this information when building digital campaigns and choosing photography to make sure your brand imagery resonates with your personas.

Age:

Gender:

Marital status:

Family situation:

Geographic location:

Education level:

Job role/title:

Career information:

FINANCES

Individual income:

Household income:

Main income generator:

Preferred payment method:

Spending habits:

DAY IN THE LIFE OF

What does a typical week look like? (week/weekend)

Understanding your persona's day-to-day activities and responsibilities will help you pinpoint the best times to post content to reach them.

Weekday:

Weekend:

HOPES AND ASPIRATIONS

What do they hope to achieve in their life?

This step is a key driver in allowing you to understand your personas on a personal level and how your offer can help them meet their wider personal goals. Mapping this out can help you effectively position your brand and craft messages that resonate.

PAINS

What causes them frustration or worry?

Empathy is super power when it comes to truly understanding your customer. This section is a brilliant way to get to grips with your audiences' pains so you can create content that answers their questions and provides solutions to the issues they face.

KNOWLEDGE AND LEARNING

Where does this person go to learn, who do they learn from and how?

Generally, and specifically about your product/service. This section can be used to guide your channel strategy so be as specific as possible here.

INFLUENCERS

Who or what might influence their purchase decision?

Building out your persona's sphere of influence can really guide your content topics and tactical activity. For example, if your persona is influenced by reviews, you could offer an incentive to existing customers for submitting a review.

TRIGGERS

What might trigger a decision to research about, or purchase your product?

This section is crucial for staying on top of any potential reactive marketing opportunities as well as guiding your tactical plan. For example – if your persona may be triggered by a house move, you could partner with a mortgage provider to include a discount flyer in the welcome box to build awareness of your brand.

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