



Buyer Persona Templates Guide



B2B Business Buyer Personas - Executive Decision Maker



Demographics

Title(s): _____

Industry: _____

Company Size: _____

Budget Authority: _____

Main Responsibilities:

Goals & Objectives:

Decision Metrics:

Research channels:

Decision timeline:

Key influencers:

B2B Business Buyer Personas - Technical Buyer



Demographics

Title(s): _____

Department: _____

Experience: _____

Technical requirements:

Blank text area for technical requirements.

Implementation concerns:

Blank text area for implementation concerns.

Integration capabilities:

Blank text area for integration capabilities.

Security compliance needs:

Blank text area for security compliance needs.

B2C Business Buyer Personas - High-Value Consumer



Demographics

Age: _____

Income: _____

Location: _____

Education: _____

Shopping habits:

Blank text area for shopping habits.

Brand preferences:

Blank text area for brand preferences.

Digital literacy:

Blank text area for digital literacy.

Purchase frequency:

Blank text area for purchase frequency.

B2C Business Buyer Personas - Value-Conscious Consumer



Demographics

Age: _____

Income: _____

Location: _____

Family status: _____

Price sensitivity:

Blank text area for price sensitivity details.

Quality expectations:

Blank text area for quality expectations details.

Brand loyalty factors:

Blank text area for brand loyalty factors details.

Deal-seeking behavior:

Blank text area for deal-seeking behavior details.

Marketing Agency Buyer Personas - Corporate Client



Demographics

Title: _____

Company size: _____

Budget control: _____

Portfolio requirements:

Blank text area for portfolio requirements.

Industry expertise needs:

Blank text area for industry expertise needs.

Team capabilities needed:

Blank text area for team capabilities needed.

Expected results:

Blank text area for expected results.

Marketing Agency Buyer Personas - Small Business Client



Demographics

Business type: _____

Employee size: _____

Marketing budget: _____

Brand development:

Blank text area for brand development details.

Digital presence:

Blank text area for digital presence details.

Lead generation:

Blank text area for lead generation details.

ROI tracking requirements:

Blank text area for ROI tracking requirements.

E-commerce Business Buyer Personas - Regular Online Shopper



Demographics

Age: _____

Digital comfort level: _____

Location: _____

Purchase frequency:

Device preference:

Research habits:

Social media influence:



Demographics

Age: _____

Digital comfort: _____

Value orientation: _____

Shopping frequency: _____

Research habits:

Blank text area for research habits.

Security concerns:

Blank text area for security concerns.

Brand loyalty:

Blank text area for brand loyalty.

Price comparison habits:

Blank text area for price comparison habits.

Small-Medium Business Buyer Personas - Growth-Stage Business



Demographics

Business age: _____

Employee count: _____

Revenue range: _____

Growth solutions:

Technology needs:

Service requirements:

Financial needs:

Small-Medium Business Buyer Personas - Established Business



Demographics

Business age: _____

Employee count: _____

Revenue range: _____

Efficiency needs:

Blank text area for efficiency needs.

Customer strategies:

Blank text area for customer strategies.

Market goals:

Blank text area for market goals.

Team development:

Blank text area for team development.

Healthcare Business Buyer Personas - Healthcare Facility



Demographics

Facility type: _____

Department size: _____

Budget authority: _____

Patient care goals:

Compliance needs:

Efficiency requirements:

Cost considerations:

Healthcare Business Buyer Personas - Private Practice



Demographics

Practice size: _____

Specialty: _____

Location: _____

Patient acquisition goals:

Blank text area for Patient acquisition goals.

Practice management needs:

Blank text area for Practice management needs.

Technology requirements:

Blank text area for Technology requirements.

Care quality metrics:

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Real Estate Business Buyer Personas - Property Investor



Demographics

Investment level: _____

Portfolio size: _____

Investment type: _____

Return expectations:

Location preferences:

Market requirements:

Management needs:

Real Estate Business Buyer Personas - Property Buyer



Demographics

Age: _____

Income: _____

Location preference: _____

Budget considerations:

Location requirements:

Value expectations:

Amenity needs:
