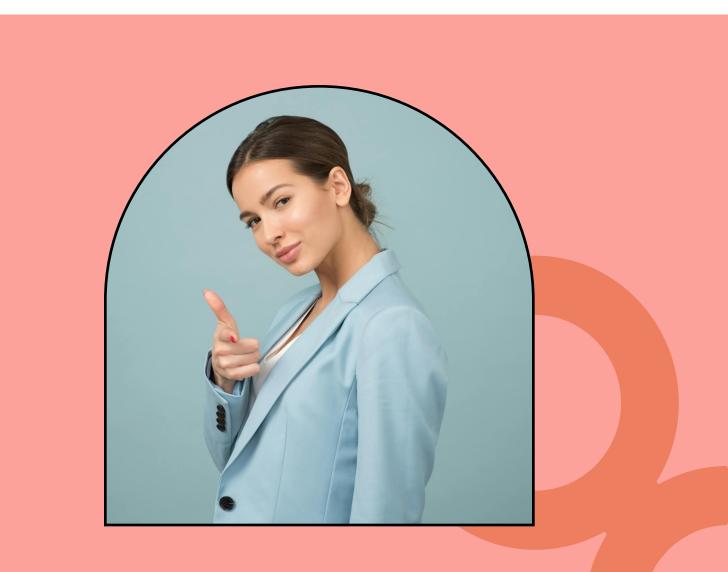


# Buyer Persona Templates Guide



# **B2B Business Buyer Personas -** Executive Decision Maker

	Main Responsibilities:	
	Goals & Objectives:	
Demographics		
Demographice		
	Decision Metrics:	
Title(s):		
Industry:		
Company Size:		
Budget Authority:	Research channels:	
	Decision timeline:	
	Key influencers:	

### B2B Business Buyer Personas - Technical Buyer



#### Technical requirements:

Implementation concerns:

#### Demographics

Title(s):

Department:

Experience: \_\_\_\_\_

Integration capabilities:

Security compliance needs:



# B2C Business Buyer Personas - High-Value Consumer

	Shopping habits:
	Brand preferences:
Demographics	
Age:	Digital literacy:
Location:	
Education:	
	Purchase frequency:

### B2C Business Buyer Personas - Value-Conscious Consumer



#### Price sensitivity:

Quality expectations:

#### Demographics

Age:			
5			

Income: -

Location: \_\_\_\_\_

Family status: \_\_\_\_\_

Brand loyalty factors:

Deal-seeking behavior:



### Marketing Agency Buyer Personas - Corporate Client



#### Portfolio requirements:

Industry expertise needs:

#### Demographics

Title:

Company size: —

Budget control: \_\_\_\_\_

Team capabilities needed:

**Expected results:** 



# Marketing Agency Buyer Personas - Small Business Client

	Brand development:
Demographics	
Business type:	
Employee size:	Lead generation:
Marketing budget:	
	ROI tracking requirements:



### E-commerce Business Buyer Personas - Regular Online Shopper



#### Purchase frequency:

Device preference:

#### Demographics

Age: \_\_\_\_\_

Digital comfort level:

Location:

Research habits:

Social media influence:

# E-commerce Business Buyer Personas - Occasional Online Buyer

	Research habits: Security concerns:
Demographics	
Age:	
Digital comfort:	Brand loyalty:
Value orientation:	
Shopping frequency:	
	Price comparison habits:

# Small-Medium Business Buyer Personas - Growth-Stage Business

	Growth solutions:
Demographics	
Business age:	
Employee count:	
Revenue range:	Service requirements:
	Financial needs:

# Small-Medium Business Buyer Personas - Established Business

	Efficiency needs:
Demographics	
Business age:	
Employee count:	
Revenue range:	Market goals:
	Team development:

# Healthcare Business Buyer Personas - Healthcare Facility

	Patient care goals:
Demographics	
Facility type:	
Department size:	Efficiency requirements:
Budget authority:	
	Cost considerations:

### Healthcare Business Buyer Personas - Private Practice



#### Patient acquisition goals:

Practice management needs:

#### Demographics

Practice size:

Specialty:

Location: \_\_\_\_\_

Technology requirements:

Care quality metrics:



### Real Estate Business Buyer Personas - Property Investor



#### Return expectations:

Location preferences:

#### Demographics

Investment level:

Portfolio size: -

Investment type: \_\_\_\_\_

Market requirements:

Management needs:



### Real Estate Business Buyer Personas - Property Buyer



#### Budget considerations:

Location requirements:

#### Demographics

Age: \_\_\_\_\_

Income: ----

Location preference: \_\_\_\_\_

Value expectations:

Amenity needs:

