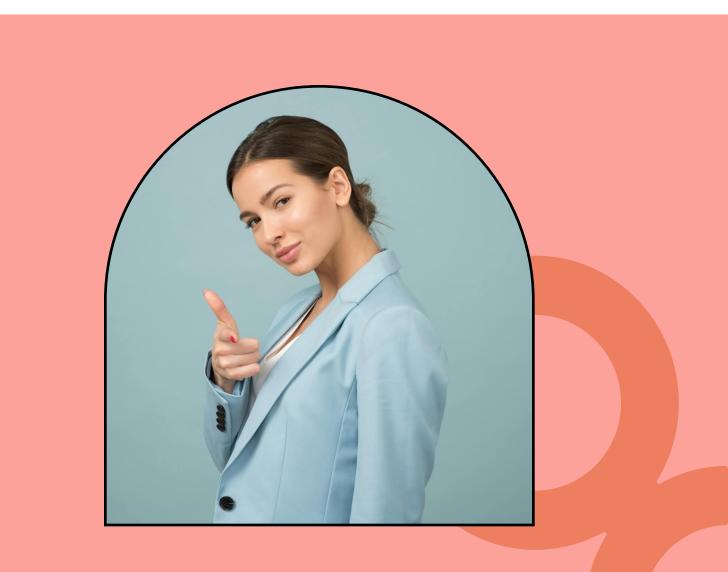


Buyer Persona Templates Guide



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:

