A white letters on a black background

Description automatically generated**A group of trees in the forest

Description automatically generatedCreating your B2C Buyer persona**

Take some time to think who your ideal customer is! This may be different from your current customers so focus on who would you want to be the next person that visits your website or walks into your premises! The more targeted and niche your persona, the more effective your marketing will be. You may need to create 2-3 different personas, e.g. Male or Female customers, or Influencers vs Buyers.

**About your ideal customer:**

Sex/Gender:  
Age Range:  
Relationship status:  
Employment Status/Role:  
Location:   
Income:   
Education Level:  
Hobbies:  
Children/ Ages:

**Motivations (goals)**



**Frustrations/Pain Points**

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**Factors in the Buying Process (influencing factors)**

**What platforms do they use: (Google, Facebook, X, Instagram, LinkedIn, TikTok, YouTube, etc)**

Type of content they consume e.g. sports long-form video, short parenting videos, fashion imagery, etc.

**Price Points**

Average Sales Value: £

Premium Price Point: £

Low Price Point: £

**How They Contact You**

**Frequently Asked Questions**

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