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What is a Buyer Persona and Why it's Important?

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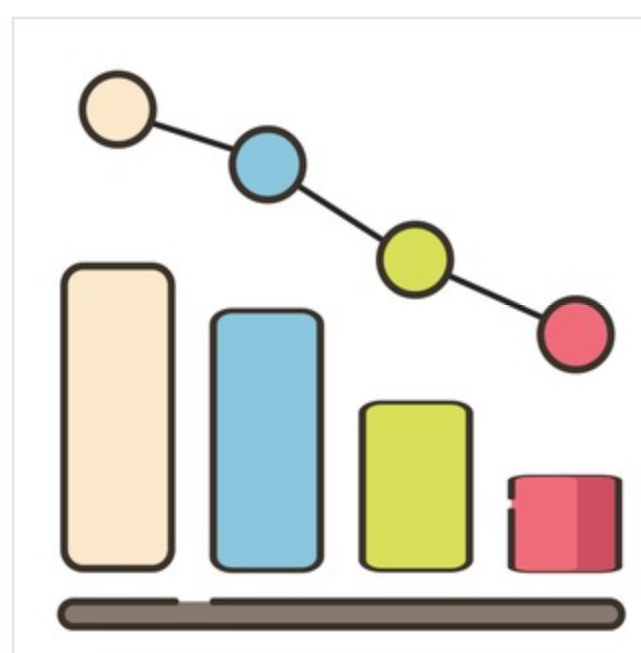
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Buyer Persona, Customer Avatar, Customer Profile – you may have encountered these terms. They all refer to one thing, your target market or ideal customer. For purposes of clarity, we'll use the term Buyer Persona in this blog.



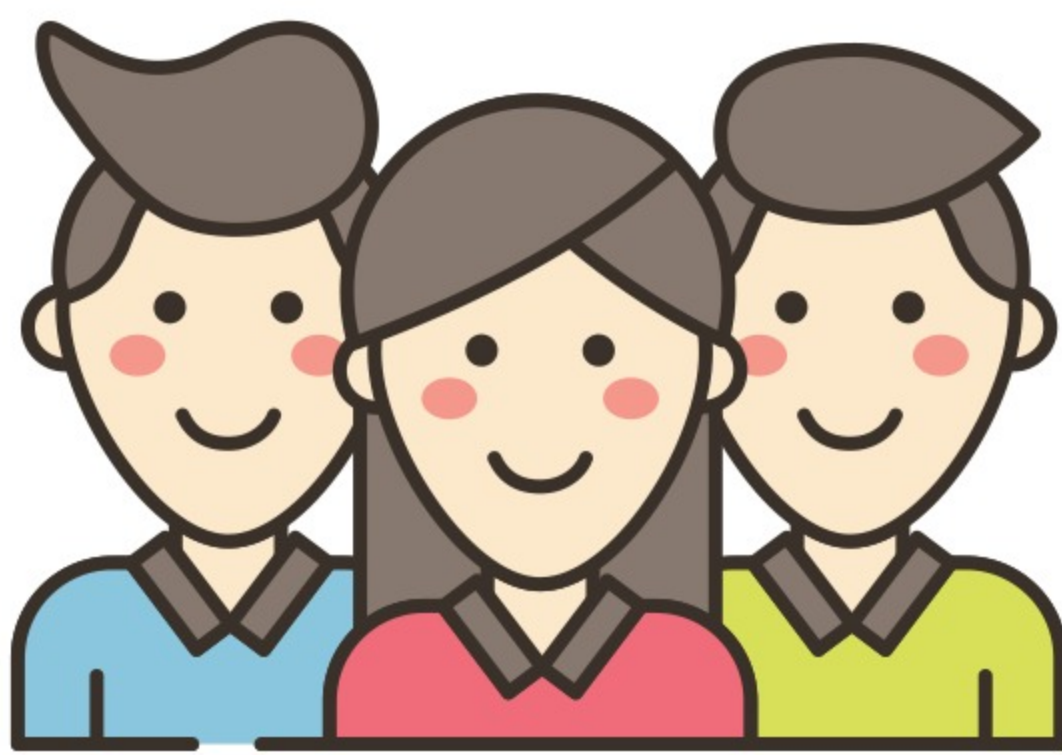
The default thinking in trying to sell a product or service is to market to all possible customers. After all, we want all the customers that we can get. Unfortunately, that's looking like aiming to sell meat to a vegan.

Marketing to those who are not interested in your product or service is a failure from the very start. Your effort goes to waste, and so is your budget if you're spending money on marketing.

So how do you target the right person for your business? Market research will help you understand and create buyer personas for your business.

What is a Buyer Persona?

A buyer persona is a fictional profile that represents one of your target markets. Yes, one that personifies an ideal customer based on your market research.



The profile includes demographic information such as age, gender, occupation, marital status, level of education, location, income, etc. More information such as goals, challenges, and interests are also included.

And this is for one ideal customer. You should create several buyer personas to cover the other segment of the market.

At **Zein Leads**, our goal is to serve different markets for our services. Because we work with businesses, our target will be business owners. We created different buyer personas based on the industry our target market is at. Each industry also has several profiles.

Why is a Buyer Persona Important?

Having a buyer persona, you will be able to zoom in to your target market. Your marketing campaigns will be specific to the person you're targeting. That includes your messaging, marketing collaterals, et al.

Consider a roofing business serving the residential, condominiums, and commercial market. A buyer persona for each market would mean being able to create a specific campaign for each. Having a distinct marketing message means you're communicating to your target market. As your ideal customer understand your offer, you bring them closer to a sale.

With a good understanding of the buyer persona, you can work on creating them for your business. Need more help? Visit Hubspot's [buyer persona generator](#).



Dr Rivera, a 42-year old surgeon at a local hospital near you could be your buyer persona. He is married, with 2 kids, and owns a house which might need roofing repair.

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