

B2C buyer persona example

Buyers could be anyone. In some businesses, it's the CEO others, Marketing Directors and others again, Chief Financial Officers. It's on you to first find who that person is and then you can build out your buyer persona - head here for a blank template to start working on.

Remember: the characteristics are interchangeable. Depending on what's most relevant for your business, you may want to remove or add additional fields. We'd recommend a maximum of 10 fields per persona and this template is designed to provide inspiration for what those fields might be/look like.

JOHN DOE	
Bio	John is a sun-seeker and looks forward to his family summer vacation every year. With kids to fork out for, price is a sticking point and trawling through pages upon pages of deals definitely doesn't appeal to him. He wants something that's affordable, easy-to-find and totally trusted.
Personal details	Age: 35-55-years-old Job: Accountant Income: \$90,000 Education: Bachelors Location: Australia, New Zealand
Interests	John is a family man, has an avid passion for travel and goes on holiday every summer. He has been in the same job for a long time, works a standard 9-5, and would describe himself as active.
Goals	<ul style="list-style-type: none">• Continue annual holidays with his family

Emotional drivers	<ul style="list-style-type: none">• Travel further afield when his kids are grown up• Spend less time and money booking trips
Barriers	<p>John loves being able to spoil his family once a year and create lots of new memories. As long as it fits his budget though. He's savvy with his money and gives himself a pat on the back when he bags a good deal.</p> <ul style="list-style-type: none">• Going abroad with children gets expensive• Researching holidays can be time-consuming• He doesn't know which booking sites should and shouldn't be trusted• He doesn't like the thought of long haul flights with his kids
Personality	<ul style="list-style-type: none">• Active• Analytical• Loyal
Motivators	<ul style="list-style-type: none">• Money• Simplicity• Trustworthiness• Family-friendly
Purchase path	<ul style="list-style-type: none">• John usually starts looking for summer vacations in January but pays attention to deals all-year-round. He does his research primarily online using comparison sites

	<p>and never makes a purchase without reading reviews.</p>
Communication preferences	<ul style="list-style-type: none">• John isn't a social media man. He prefers to be contacted by email or post and isn't a fan of videos, webinars or podcasts, either.
Messaging	<ul style="list-style-type: none">• When we speak to John, we must always elicit trust, focus on financial feasibility and share only deals that are family-friendly.•• For example:•• <i>"Being a family man shouldn't mean you miss out on awesome adventures and with our scorching hot deals, it doesn't. Join 1,000s of other sun-seekers who save with us and bag yourself a summer bargain today."</i>