

Buyer Persona Research Example 2 by Dragon Digital Marketing



Name

First-time startup founder Sam

Gender

Unisex

Age

18-65+

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Location

United States

Social Networks

Primarily important:

1. Facebook: keep up with friends and family
2. LinkedIn: stay up to date with businesses and brands, network professionally, consume & learn from content for entrepreneurs

Secondarily important:

3. Instagram: inspiration to be your best self, motivation, lifestyle
4. Twitter: see what's happening, news, politics
5. YouTube: entertainment, to learn things

Not really important:

6. Pinterest: inspiration on visuals and designs, e.g. book covers
7. 8 . 9. Snapchat, TikTok, Twitch... less relevant

Mobile Devices

- From Jan 1, 2020 - March 31, 2021 most mobile website visitors used an Apple Iphone
- 45%+ have an iPhone
- Remaining 55% is very fragmented: Samsung, Motorola, Google, LG, HTC, Huawei

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Mobile Device Info ?	Acquisition
	Users ? ↓
	385 % of Total: 43.70% (881)
1. Apple iPhone	143 (37.14%)
2. Apple iPhone XR	15 (3.90%)
3. Apple iPhone 8 Plus	9 (2.34%)
4. Samsung SM-G975U Galaxy S10+	7 (1.82%)
5. Samsung SM-G960U Galaxy S9	6 (1.56%)
6. Apple iPhone 7 Plus	4 (1.04%)
7. Apple iPhone 8	4 (1.04%)
8. Motorola Moto E(4)	4 (1.04%)
9. Samsung SM-N960U Galaxy Note9	4 (1.04%)
10. Google Nexus 5	3 (0.78%)

Culture

Language:

- English

Religion:

- Likely to be Christian

Cuisine:

- American

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Music:

- Likely rock, pop, country, R&B and/or soul

Arts:

- Likely likes film and music

Social norms:

- Shake hands when you meet someone.
- Make direct eye contact with the person you are speaking with.
- Unless the movie theater is crowded, do not sit right next to someone.
- Do not stand close enough to a stranger to touch arms or hips. Don't invade someone's personal space.
- Do not curse in polite conversation and always avoid racist or discriminatory comments.
- Do not pick your nose in public and if you must burp or fart say "excuse me."
- Be kind to the elderly, like opening a door or giving up your seat.
- If there is a line, go to the back of the line instead of pushing or cutting your way to the front.
- If you hit or bump into someone by accident, say "I'm sorry."
- If someone sneezes near you, say "bless you."
- When at someone else's home, ask permission to do things such as turning on the television or using the bathroom.
- Flush the toilet after use and always wash your hands when finished.
- Say "please" when asking for something and say "thank you" when someone does something for you.
- Call to let someone know you will be late or are not going to show up for an appointment.
- Dress appropriately for the environment you are in.
- Don't interrupt someone while they are talking. Wait for them to finish and then take your turn.

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Beliefs:

- Personal control over the environment, Change and mobility, Time and its importance, Equality and egalitarianism, Individualism, Independence, Privacy, Self help, Competition and free enterprise, Future orientation, Optimism

Misc: Likely to be politically conservative, affinity towards Jay Sekulow and ACLJ (American Center for Law & Justice, a politically conservative, Christian-based social activist organization)

Interests

Interests: Startup company

And Must Also Match:

Interests: Entrepreneurship

And Must Also Match:

Interests: Small business

And Must Also Match:

Interests: Author

And Must Also Match:

Interests: Books

Patterns of behavior:

- looking forward to relaxing on the weekends, planning for weekend activities in advance,

Interactions:

- social circle <10 people they can hug and touch, or become part of their daily and weekly routines

Consumption:

- likely to enjoy being a consumer

Activities:

- going for a walk, hiking, biking, being in nature, gym, watching sports,

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Audience Size

2,000,000 on Facebook

Warmth







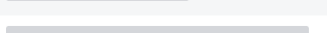
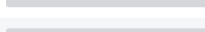
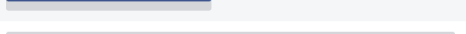
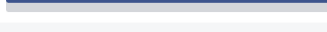
Cold or colder audience

Demographics and Occupation



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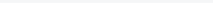
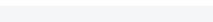
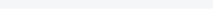
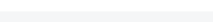
Job Title		
Job Title	Selected Audience	Compare ▼
Community and Social Services	9% 	+13%
Education and Libraries	14% 	+10%
Legal Services	1% 	+9%
Government Employees (Global)	2% 	+5%
Administrative Services	27% 	+4%
Arts, Entertainment, Sports and Media	9% 	+3%
Management	16% 	+3%
Business and Finance	10% 	+3%
Sales	23% 	+3%
Healthcare and Medical Services	16% 	+1%

Page Likes, Interests and Affinities

Top Categories		
1	Shopping & Retail	Groupon • ShoeDazzle
2	Company	Shutterfly • Walgreens
3	Women's Clothing Store	The Mint Julep Boutique
4	Furniture Store	IKEA
5	Lawyer & Law Firm	Jay Sekulow • ACLJ
6	Travel Agency	Bookvip.com
7	Food & Beverage	Paula Deen
8	Home Improvement	Lowe's Home Improvement
9	Food & Beverage Company	Betty Crocker
10	Kitchen/Cooking	Pillsbury • 12 Tomatoes

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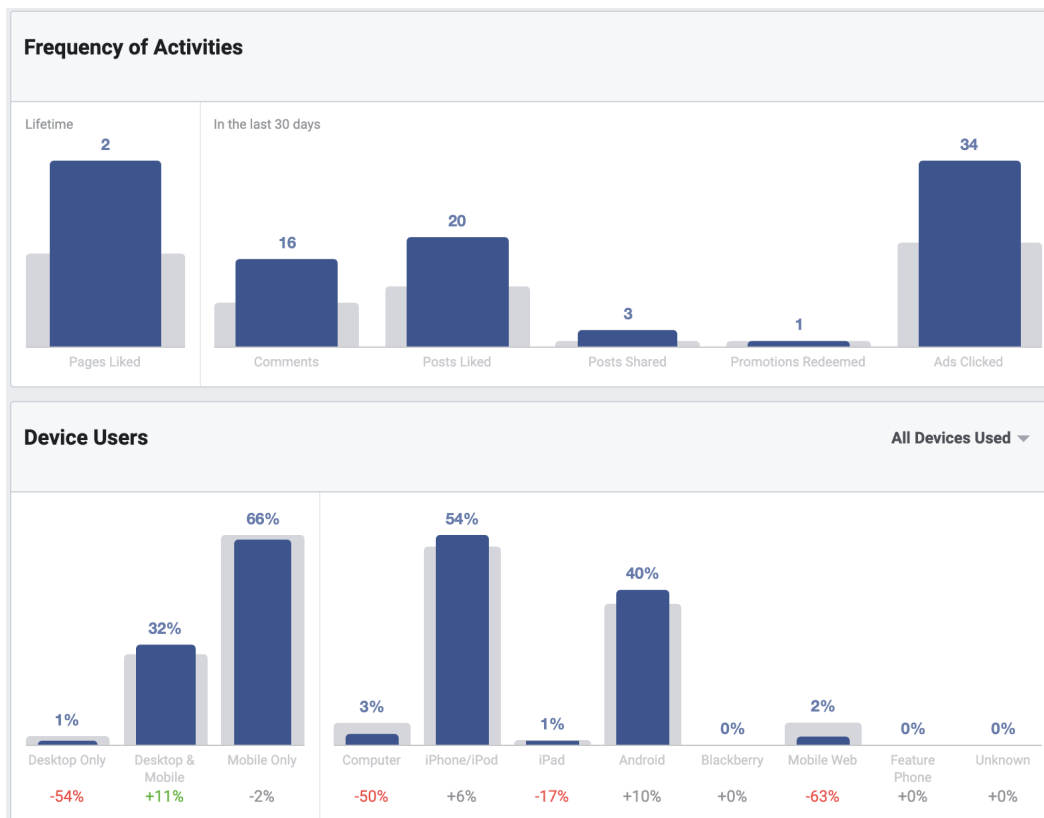
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Page Likes				
Page	Relevance <i>i</i> ▼	Audience	Facebook <i>i</i>	Affinity <i>i</i>
Big Lots	1	2.2m	2.8m	18x 
Groupon	2	4.6m	6m	17x 
The Penny Hoarder	3	4.6m	6.1m	17x 
Shutterfly	4	2.2m	2.9m	17x 
The Mint Julep Boutique	5	2.5m	3.3m	17x 
HomeGoods	6	2.2m	2.9m	17x 
Wayfair	7	4.2m	5.6m	17x 
IKEA	8	2.8m	3.8m	17x 
Jay Sekulow	9	2.4m	3.3m	16x 
ACLJ	10	2.2m	3m	16x 

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Activity



Personal Struggles and Feelings

- Struggles with self-confidence about starting and running a business -> use confidence quotes in your copy
<https://www.lifehack.org/622240/25-confidence-quotes>
- Feels nervous about their new startup, feels nervous about starting a startup -> use nervous quotes in your copy
https://www.google.com/search?q=nervous+quotes&rlz=1C5CHFA_enDE865DE867&source=lnms&tbn=isch&sa=X&ved=2ahUKEwjx0q3g1_vvAhWXhv0HHZtQCTkQ_AUoAXoECAEQAw#imgsrc=CgkCxLUjQlx5M
- Feels worried about how things go in the future
- **Biggest worry:** Awareness. How do I get people to know that I am even out there?

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Challenges and Objection Handling

- **Might not be interested without even having considered our services**
Solution: The “not interested” response comes from a lack of understanding about what we do and how we can benefit their business, It’s ultimately about getting the business owner to be working on his business not us, Respond to the objection with education to show them why they should let us help them take their business from good to great
- **Might think they don’t need a coach/consultant/mentor when they really do**
Solution: May feel a bit offended by the suggestion that someone else could improve how they run their business, Wonders what a business coach can bring that they don’t have, This is our chance to educate them about what we do, One great way to overcome this objection is by referencing back to a sport and asking the question, how many successful sports players do you know that don’t have a coach?
- **Too busy for coaching, does not have time**
Solution: Buried in work that they can’t even see something that will benefit them in the long run, Empathise and show them that you understand the issue because it’s one that many of your clients face, Ask questions to let them identify that if they don’t do anything to change their situation that it’s always going to be the same and that they need to invest some time to gain more time in the long run
- **No budget, too expensive**
Solution: Show what benefits we bring to the table and how we help them make money
- **Doesn’t like uncomfortable questions, not very good at asking for help**
Solution: Explain that uncomfortable questions are not to humiliate them, but to help them confront their weaknesses and improve from there, Recognize how hard they’ve worked to build their business
- **You don’t have experience in their industry**
Solution: This doesn’t mean you can add no value, some things are universally true and you can help setting up the business properly

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- **They think their business is too small for coaching/marketing**
Solution: Explain that you work in groups and also on-to-one and help them grow into their true potential, for startups the success is largely dependent on the personal and professional development of the leader

Stats

18% of startup founders are first-time entrepreneurs.

-letstalkaboutmoney.com

The average age of tech startup founders is 39.

-Ewing Marion Kauffman Foundation

95% of entrepreneurs have at least a bachelor's degree.

-Ewing Marion Kauffman Foundation

Only 2 in 5 startups are profitable, and other startups will either break even (1 in 3) or continue to lose money (1 in 3).

- Small Business Trends

In 2016, 69% of U.S. entrepreneurs started their business at home.

-Small Business Trends, Global Entrepreneurship Monitor

The ratio of men entrepreneurs to women entrepreneurs in 2019 is 10:7.

-Global Entrepreneurship Monitor

It only takes six days to start a business in the United States.

-Dynado

The most popular financing method for startups costs in 2018 was personal funds at 77%.

-Lendio 2018 survey

Startup founders are leaving the Silicon Valley "bubble" and heading to the East coast.

-The Wall Street Journal

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Homeowners are 10% more likely to start a new business.
-U.S. Small Business Administration

A 60-year-old startup founder is three times more likely to succeed than a 30-year-old founder.
-Kellogg Insight

Immigrant entrepreneurs account for 25% of all new businesses in the United States.
-Forbes

81% of American small-business owners work overtime.
-Fundera

Sources

- <http://example.com/>
- <http://example.com/>
- <http://example.com/>
- <http://example.com/>
- <http://example.com/>
- Facebook Audience Insights
- ...

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