

# BUYER PERSONA TEMPLATE

Profile Photo

GROUP/SEGMENT NAME

Name

Age

Gender

Location

Family Status

Education Level

Job Role & Industry

## MAIN TRAITS

- 
- 
- 
- 

## FAVOURITE BRANDS

## BUYING ROLE

## COMMON PURCHASE MOTIVATIONS

## POTENTIAL BUYING OBJECTIONS

## CHALLENGES, PRESSURE POINTS & ASPIRATIONS

Challenges:

Pressure Points:

Aspirations:

## PREFERRED CONTENT & INFORMATION CHANNELS

Content:

Channels: