

10 Questions You Should Ask When Developing Buyer Personas

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Having trouble with customer acquisition and retention? Misinformed buyer personas could be the root of the problem.

In this doc, we'll outline 10 questions you should ask to create rock-solid archetypes of your ideal customers. We'll also explain how asking the right questions can help you better capture, convert, and delight your audience.

Let's Start with Why Developing Accurate Personas is Vital to Your Business Growth

If you're not speaking to the specific needs, wants, desires, and goals of your target audience, your campaigns won't generate quality leads. Without quality leads, you won't hit your revenue and business goals.

All successful inbound marketing campaigns start with knowing and understanding who is the best fit for your product or service.

Picture your ideal customer. Think about what keeps them up at night:

- Do you understand their goals, challenges, and decision-making process?
- Can you pinpoint the key identifiers like age, life stage, and income level that make them a good fit?
- How do they like to receive information and where do they go to get it?

Having definitive answers to these questions is critical. Buyer personas not only dictate the purpose, direction, tone, and style of your content but inform every inbound decision you make — from ad placement, to conversion path strategy, and even the sales process.

The bottom line? Developing content without stable buyer personas is like filming a movie without a script — a waste of time, money, and resources.

Buyer Persona Research Begins with Asking the Right Questions

If you want to make intelligent, strategic marketing decisions, develop your personas by asking real customers the right questions.

Here are 10 questions you should ask before developing your buyer personas. You can thread these questions into casual conversation with prospects and clients, website forms, or surveys. **Remember: Make your inquiries feel natural, not invasive.**

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Understanding demographics: Asking questions about a customer's age, location, business, and household helps you identify a persona's communication preferences and values. Do your ideal customers prefer in-person meetings, phone calls, or lengthy emails? Do they like hands-on or hands-off sales associates? Demographic data can help you answer questions like this.

1. How would you describe your personal demographics?

- Marital status
- Children
- Age
- Gender
- Education
- Geographic location
- Household income

2. What are your professional demographics?

- Job title
- Company size
- Industry
- Responsibilities
- Key performance indicators
- Career path
- Tools and resources used
- Supervisor title

Identifying goals and challenges: These questions help you make sure your sales and marketing efforts serve your ideal prospects' needs. By getting a clear understanding of what your clients are looking for and what's holding them back from purchase, you can map content to help them achieve their goals.

3. What are your goals?
4. What are your core responsibilities?
5. What are your biggest challenges?
6. Why are you looking for a solution to your problem?
7. What outcomes are you expecting from your purchase decision?
8. What product or service features do you care about most?

Getting to know the perception of your industry: It's extremely important to understand how your personas view your industry and where your company stands against your competitors. Finding out as much as you can from your personas' point of view about your competition can help you craft more compelling content.

9. What resources are you using in your search for a solution?
10. Why did you become or consider becoming a customer of our company or another company?

Once you've gathered answers to these questions, you can create marketing and sales strategies that solve your personas' biggest problems and convert prospects to customers.

As you create personas, you may find that some questions are more important than others. Through natural dialogue with clients, you may find that new questions emerge and help you define a buyer persona even better. The end goal of these questions is to learn as much as possible about your clients so that all future endeavors are focused on what they need—rather than what you assume they need.