






	User	Initiator	Influencer	Decision Maker	Buyer
Job Titles					
(e.g. Executives/ Managers/ Shareholders/ Directors/ Finance...etc.)					
Priorities					
(e.g. Efficiency/ productivity/ cost/ reduction...etc.)					
Information Needs					
(e.g. Advice/ product/ info/ cost/ analysis...etc.)					
Content Preferences					
(e.g. Infographics/ checklists/ analyst reports...etc.)					
Channel Engagement					
(e.g. Social/ email/ subscriptions/ display... etc.)					
What stages of the buyer decision process do they appear in?					
Out of 1-5, what's their influence on the buying decision?					
Who do they want to impress?					
What do they fear?					
					
	BUYER PERSONA A	BUYER PERSONA B	BUYER PERSONA C	BUYER PERSONA D	BUYER PERSONA E
Content Hook					
(directly informed by identified pain points)					
Intent Signals					
(Searching/Browsing/ Action/Firmographic/ Predictive...etc)					
Formats					
(infographics/checklists/ whitepapers/thought leadership...etc)					
Primary Channels					
(email/social/third party platforms/events/blogs... etc)					
Tone of Voice (ToV)					