**Name: Insert the name of your buyer persona here (i.e. CMO Charlie, CEO Chuck — whoever you’re gearing marketing towards)**



**We’re visual people at Cleriti. We like to include a stock image that fits our buyer persona to help with crafting the tone/voice of our writing.**

**Best Describes Me:** How long has this person been in their career? What is the person’s attitude like? Why is this person valuable to their company? Does this person have a spouse, pet, kids? Think about the typical person who fits this persona, and hash out as many details about them as you can.

**Job Title:** CEO; CMO; Product Manager; Shift Leader; etc.

**Professional Goals:** What is this person’s biggest goal in their job role? Is it unlocking new business opportunities? Hitting revenue targets? Building up a stronger customer service/marketing/accounting department? Dig into what makes this person tick at work.

**Business Objectives and Metrics:** How does this person measure his or her success at work? Is it through data collection, new customer acquisition, hitting revenue metrics, reaching sales goals? What would this person’s picture of success be?

**External Challenges:** What’s happening in this persona’s industry as a whole that might create challenges as he or she strives towards success in their role? Is it changing customer expectations? Evolving technology?

**Strategies:** What is this person’s game plan for success? Does he or she work closely with other internal teams, set quarterly revenue benchmarks or align overall company objectives? Find out exactly how they plan to get their job done.

**Primary Interfaces:** Who does this person work with internally and externally? Does he or she work with vendors or business partners? Is the C-suite who they report to?

**Change Drivers:** What would make this person change the way he or she operates? Could it be missing revenue targets, not acquiring enough new business or increased pressure from upper management? Explore what might make this person change the way they work to get better results.

**Change Inhibitors:** What’s holding this person back from making changes? Lack of budget? Lack of internal support? Lack of resources?

**What are 10 common questions this persona is asking at the Awareness Stage? He or she might know they have a problem, but don’t know about potential solutions. For instance, here are awareness stage questions for a CMO looking to grow his or her business with new marketing efforts.**

1. What is the best way of getting traffic to a newly built website?
2. How do I define my customer and market to attract the right people to my website?
3. How do I build an effective marketing team for my company?
4. What if my buyers that need our services aren't online?
5. How do you get to the decision maker at a company online?
6. How do I stand out from my competitors in a saturated marketplace?
7. What is the best way to generate leads for B2B sales?
8. What's the most ideal team structure for a startup B2B marketing department?
9. What marketing tactics are the least likely to fail?
10. Where is the best place to find help to effectively market and sell?

**What are 10 common questions this persona is asking at the Consideration Stage? At this stage, the person is aware of the problem and possible solutions. For instance, here are consideration stage questions for a CMO looking to grow his or her business with new marketing efforts.**

1. What tools should I use to organize my marketing and sales efforts?
2. What are some common beginner mistakes in content marketing?
3. I'm wondering if inbound marketing is a trend or if it actually works?
4. Where does inbound marketing fit into my overall marketing strategy?
5. How do we switch from outbound to inbound acquisition efforts?
6. What metrics are important to track when it comes to inbound marketing effectiveness?
7. How do I figure out what keywords my potential customers are using?
8. What should I invest in first? A CRM or additional marketing staff?
9. What is the best way to score and qualify leads we generate?
10. What are some examples of customer results in my industry?

**What are common questions this persona is asking at the Decision Stage? They know your company, they know your solution. What hard questions might they ask? Here are decision stage questions for a CMO looking at working with an agency.**

1. What can we do to align our marketing and sales teams?
2. How much time does it take to get results with your marketing methodology?
3. How much of my time will working with an agency take?
4. How much budget should I allocate to a new marketing program?
5. What is the value of working with a marketing agency vs. hiring someone in house?
6. How do I know that I'm ready for this marketing program?

**What are objections that this persona raises in the sales process? What might make this persona think twice about choosing to work with you? Here are example objections for a CMO looking into working with an agency.**

1. That price is too high and out of my budget.
2. It takes a long time to get results which makes me nervous. What value is there in the meantime?
3. Is there a way to make my contract shorter than one year?
4. Do I really need to invest in this technology to move forward with this?
5. Are you able to integrate with our existing marketing tools?