

# Buyer Persona Template

**NAME:**

**DESCRIPTION:**



**GOALS & ASPIRATIONS:**

**PROBLEMS:**

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# Sample Buyer Persona

\*This is of one of Bluewire's actual buyer personas (hence the blurred pic!)

**NAME:** Nicola

## **DESCRIPTION:**

Nicola is a corporate Marketing Manager at an organisation dedicated to being #1 in their market niche.

Nicola has an interested CEO and a supportive IT team.

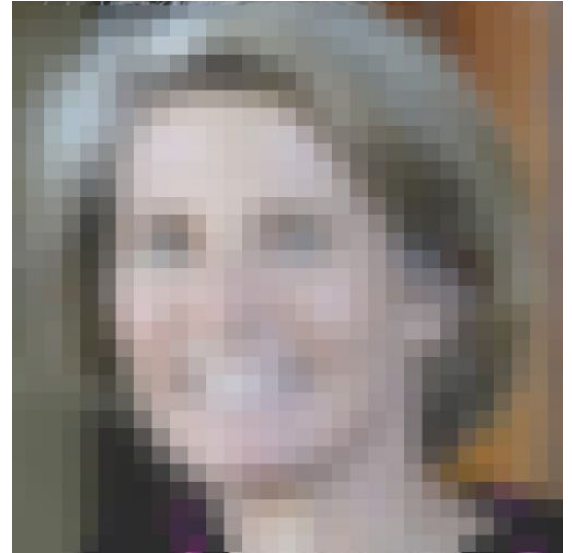
Nicola has 2 kids and works 3 days a week. She trusts her friends and her favourite marketing blogs.

## **GOALS & ASPIRATIONS:**

Nicola wants to 'webify' her marketing efforts and understand how social media might fit into her corporate marketing strategy.

## **PROBLEMS:**

Nicola faces challenges getting buy-in from colleagues and senior management, so she'd love to be able to explain it easily to her team.



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