

Get *Socially* Savvy

Find Your Buyers! Social Media Persona Worksheet

What Are Buyer Personas?

Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

Each social network brings its own unique audience, which is why it's important to understand YOUR audience first so you can determine where to focus your efforts.

For the purpose of this eCourse, we are going to focus on gathering Buyer Persona information to determine which social media sites are best for your business.

Want to do a full analysis? [Download this free Buyer Persona template from Hubspot.](#)

How Are Buyer Personas Created?

Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers - both "good" and "bad" - prospects, and those outside of your contact database who might align with your target audience. You'll collect data that is both qualitative and quantitative to paint a picture of who your ideal customer is, what they value, and how your solution fits into their daily lives.

How to use this worksheet







Once you've gathered general information about your current and target audience, segment that information in the categories below. The first page of the worksheet highlights demographic information of each social media channel. (For example, if you discover your target audience consists of 25 year old, black females, you'll want to put a focus on Instagram). The second page of the worksheet offers you a place to document that information and pinpoint which channel to put a focus.

Remember, the more information you can gather about your customers, the better you can market to them!



Where is YOUR Buyer?

The largest segment of each category in each column has been bolded.

YOUR Buyer						
% of online users who use:	71%	23%	28%	28%	22%	26%
Male	43%	47%	54%	28%	64%	32%
Female	58%	53%	45%	72%	36%	68%
White	71%	21%	22%	32%	45%	21%
Black	67%	27%	30%	12%	55%	38%
Hispanic	73%	25%	13%	21%	25%	34%
Avg. Age	41	37	44	40	38	27
18-29	87%	37%	15%	34%	26%	53%
30-49	73%	25%	27%	38%	37%	25%
50-64	63%	12%	24%	27%	26%	11%
65+	56%	10%	13%	17%	12%	6%
Less than \$30K	77%	20%	15%	22%	27%	28%
\$30K- \$49K	69%	21%	21%	28%	35%	23%
\$50K-\$74K	74%	27%	31%	30%	35%	26%
\$75+	72%	27%	44%	34%	38%	26%
No College	70%	16%	12%	22%	46%	23%
Some College	71%	24%	22%	30%	28%	31%
College +	74%	30%	50%	32%	26%	24%

Source: Pew Research Center's Internet Project, Fall 2014. Sample base 1,597 online users.

How to read: 53% of all online users between the ages of 18-29 use Facebook; 44% of online users earn \$75,000+ on LinkedIn, etc.



Other

Other

1. Gender

Male							
Female							

2. Age Range

18-29							
30-49							
50-64							
65+							

3. Household Income (Consider a spouse's income, if relevant)

Less than \$30K							
\$30-\$49K							
\$50-\$74K							
\$75K+							

4. Urbanicity

Urban							
Suburban							
Rural							

5. Highest level of education

HS Grad							
Some College							
College+							