

//Left panel content

What is a buyer persona?

A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. *[source: Hubspot]*

How does it help?

Buyer personas help ensure that all activities involved in acquiring and serving your customers are tailored to the targeted buyer's needs. Creating buyer personas, can contribute in the following:

- Effective marketing campaign planning
- Targeted content creation
- Strong promotion via right channels
- Deriving higher ROI

Please fill in the short form to your right to access the free “create your buyer persona template” now. Format: Excel.

//right panel form

//Trigger:Once the user fills the form, he is sent an emailer with the download link of the asset.