

2013

UBM Canon Marketing
Services



CUSTOMER PERSONA GUIDE

Looking to know more about your customers? This guide will assist you and your team with reaching further to build more in-depth pictures of your customers; helping with the tone of marketing communications and with product design.

- 1. What current information do you have on your target customer(s)?** (List all that you have, and use whatever questions are posed below that may append to this information. Do this exercise for all customer target segments. Get your sales and customer service colleagues involved, too!)
- 2. What is their demographic information (i.e. age, gender, income level, relationship status, etc.)?**
- 3. What is their education level?**
- 4. What is their job and level of seniority? Job title?**
- 5. What does a day in their life look like?**
- 6. What are their pain points? What do you and/or your products help them solve?**
- 7. What do they value most? What are their goals?**

8. Where do they go for information? Sites do they visit? Associations they belong to? Social media?

9. If they visit your site, do you have data on what pages they're viewing, keywords they're searching by, etc? This information can be found through site analytics reporting.

10. What experience are they looking for when seeking out your products or services?

11. What are their most common objections to your product or service?

12. Would they be the only person at the company that you would work with or do others need to give their approval?

13. What is the size of their company?

14. What is the company's annual revenue?

15. When was the last time you surveyed your customers? Conducted interviews on a small sampling? Would you incentivize them (i.e. gift cards, etc.) when conducting future research?

Explore the media usage and purchasing trends of 368,927 medical device professionals.

Read our 2013 Medical OEM Media Usage Study