

Persona Example Handout

	B2B Persona Example	Consumer Persona Example
Company	Markets software to other companies	Markets toothpaste to consumers
Demographics	Vice president of procurement for a national company, who is college educated and reports to chief operating officer	Mom of two children, who is college educated and makes decisions about personal hygiene products for her family
Responsibilities	<ul style="list-style-type: none">• Research and recommend which software the company should use• Obtain approval from stakeholders to purchase	<ul style="list-style-type: none">• Research toothpaste brands• Choose and buy toothpaste for the household
Touchpoints for Information	<ul style="list-style-type: none">• Thought leadership content marketing• Business peers• Trade shows	<ul style="list-style-type: none">• Influencer blogs• Friends and family• Dentist's office
Success Measures	<ul style="list-style-type: none">• Recommend an effective product that is within the company's budget• Receive compliments from colleagues who use the product	<ul style="list-style-type: none">• Kids who use the product without complaints• Good dentist visits