



MARKETING YOUR CREDIT UNION

Buyer Personas

Here is a tool to help you clarify who you are marketing to and if your marketing messages are written to attract their business. There are no “right” answers. This should assist you develop your marketing message focusing on and targeting the persona that you describe:

Name the Product or Service that you need to market: _____

- Describe the demographics of a buyer of this product/service: (male/female, old, middle age, young adult, etc.)
- What is their job and typical day at work?
- Describe where they live and if they commute or live close to work:
- Name the Buyer Persona that your marketing will be talking to: (i.e. Emily, Ben, Leon...):
- What is something that is a pain related to their life that your product/service can solve?
- What do they value or what are goals?
- Where are they likely to go to research a solution or look for information?
- What kind of convenience and customer service experience do they want?
- Will they have objections to your product/service?

Next step, as a way to understand the buyer persona you have described, write a paragraph of 2-3 sentences that “talks” directly him/her about the product/service to test the description: