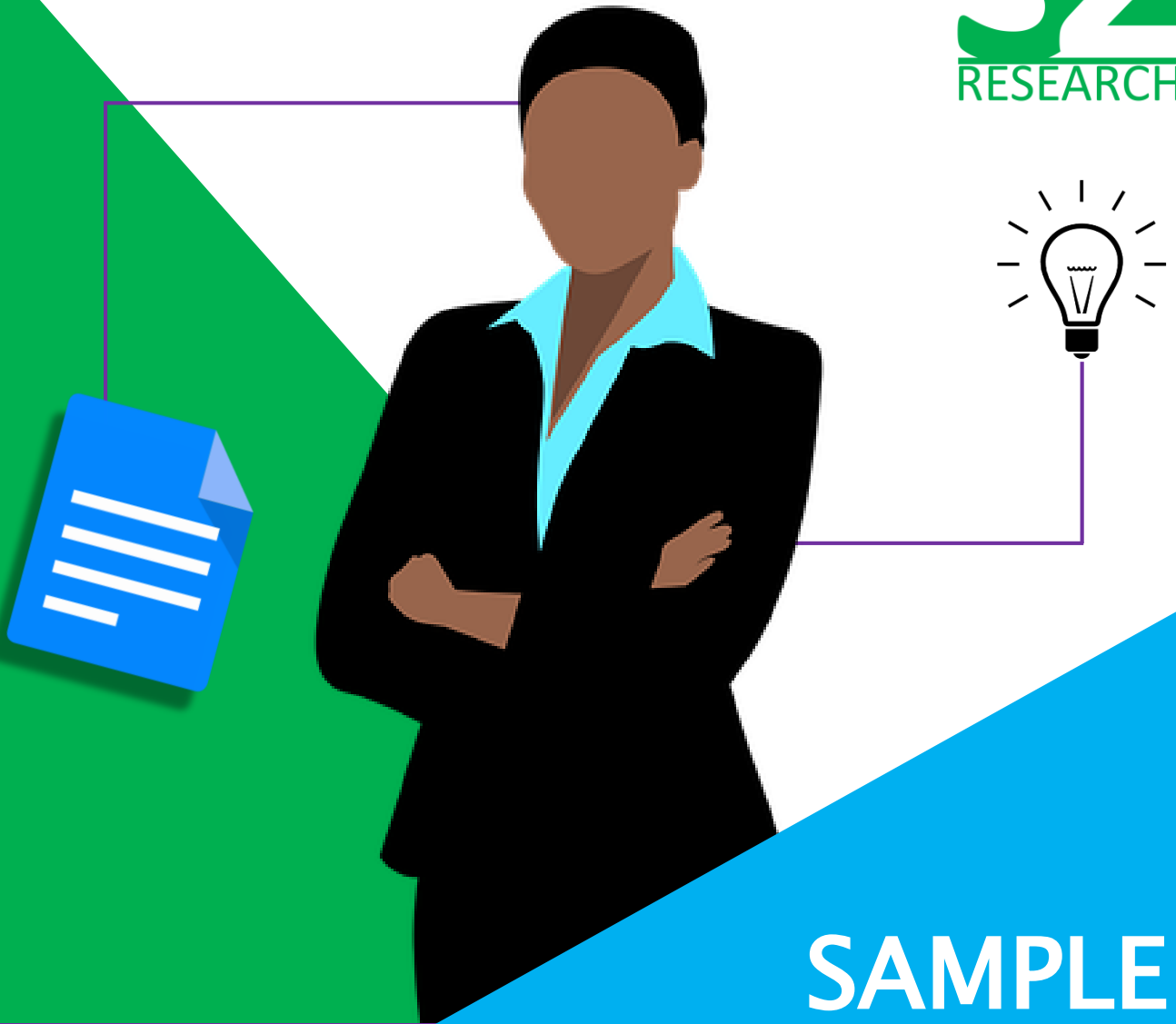


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Pub. June 2020

*The Market Research Partner
For Marketers*



SAMPLE BUYER PERSONA

Built from survey data.



NAME Karla

AGE 50

OCCUPATION

Marketing Agency Owner

LOCATION

Anywhere, USA

BACKGROUND

Karla owns a mid-size marketing firm, specializing in advertising design and placement, digital marketing, public relations, grassroots and overall marketing strategy for a range of local and regional B2B and B2C clients. She's grown her business over the past 15 years through hard work and building strong relationships, and now employs more than a dozen team members. She has a growing roster of raving-fan clients, with the majority paying a regular ongoing retainer fee between \$5k and \$15k per month for the firm's marketing services.

CURRENT SITUATION

Like the rest of the world, Karla wants to figure out how to navigate business following the Coronavirus shift. Over the past few months, she's had clients put their work on hold, while others kept going with vastly different strategies. Meanwhile, her staff spent two months working from home. They're just now getting back into the office on a part-time basis.

With all the changes, and surely more to come, she feels uncertain – and that makes her stressed.

HOW SHE THINKS ABOUT THE FUTURE

Karla spends a lot of time lately thinking about what might happen over the next year. She wants life to return to normal right away, but gets hesitant sometimes because of friends' and colleagues' concerns.

When she thinks about the worst, sometimes she worries that returning to anything 'normal' might never happen. She doesn't know what that means for her business, and her brain often seeks new solutions.

Of course the firm needs clients to run, and she thinks about the situations of those clients often. She's pretty sure most of her contacts want to return to normal life, but at a slower pace than her. But from conversations, she definitely feels like everyone wants to get their businesses back out there, and her plan now is to be ready to help them with their marketing when they are.

HOW SHE THINKS ABOUT HER BUSINESS

Karla knows that marketing services will be in high demand as soon as her clients are ready to move forward – though when that is, she's not sure – and wants to use that need to fuel the gears for her firm's primary services.

She wants to attract new clients throughout this ordeal, and believes a big part of growing her business in that direction is through brand awareness. Following that train of thought, she spends a lot of time mapping out a marketing campaign to promote her firm.

That said, she's more focused on getting the gears spinning for her current clients first.

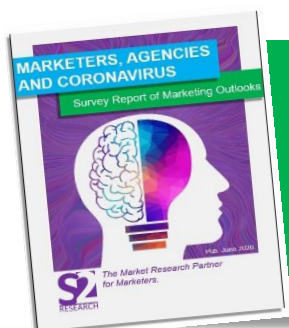
She's pretty sure that's what's going to allow her to keep the doors open and the lights on, which in the current climate is a major priority and genuine concern for her.

HOW SHE THINKS ABOUT MARKET RESEARCH

If you ask Karla about market research, she'll say she considers it extremely valuable for marketing, especially when it comes to navigating the marketplace over the next year. She knows audiences are changing, and sees market research as a way of understanding those changes.

Unfortunately, Karla admits she doesn't know enough about market research to really make it profitable for her business. Her firm doesn't have an in-house market researcher, and when a project does call for research, she or her team end up conducting it themselves. She knows more can be done, but isn't fully sure what those research next-steps entail.

That, combined with her current focus on selling existing services over new, and a hesitation to charge clients more than normal moving forward, means adding market research services is not a huge a priority at the moment.



DID YOU KNOW?

Information for this Sample Buyer Persona came from the **Marketers, Agencies and Coronavirus Survey**.

You can download a free copy of that report now at S2Research.com/whitepapers.

ABOUT THIS BUYER PERSONA PROJECT

Last month, I wrote an article discussing an approach to developing buyer personas using survey data, and described how that methodology for marketing was so important during the Coronavirus period. [You can read that article here.](#)

Taking my own advice, I fielded a survey to build my buyer persona.

My target audience for this project is advertising agency owners, and I was able to connect with more than 100 agency owners across the country. The survey addressed how those individuals are thinking about their business, and the world, surrounding the Coronavirus. [You can review the full results from that survey here.](#)

This is a real buyer persona. I've collected real data from real members of my audience, and this final buyer persona will play a major role in building the S2 Research brand over the next year.

Follow along! Wanting to add an additional layer of opportunity for marketers reading this, I've also created a step-by-step guide to show you how I was able to create this buyer persona, from survey design, to analysis, to writing the final document. [If you're building a buyer persona for your marketing team, you'll want to read that article!](#)

[Thank you for reviewing this Sample Buyer Persona. I hope it helps your marketing!](#)

[To read more about Buyer Personas and Market Research, be sure to click here!](#)



Hi, I'm Matt Seltzer, a Market Research Partner for marketers.

Right now, more brand and agency marketers are tapping into market research insights than ever before. But, if your team doesn't yet have access to an in-house research team, incorporating those insights might seem more perilous than profitable.

That's why I started S2 Research - to help more marketers add research back into their marketing.