

**Buyer Persona Assessment Workshop – Ardath Albee**

**Strengths** indicate that your buyer persona has the basics it needs to inform an effective content marketing strategy across the continuum of the buying process.

Rank the following statements with a score of 1 (not true), 3 (could be better), 5 (well done)

<b>B2B Buyer Persona Strengths</b>	<b>1</b>	<b>3</b>	<b>5</b>
Includes a narrative that helps us step into the persona’s issues and situation			
Maps questions, needs and drivers at each stage of the buying process			
Identifies obstacles that could impede buying at each stage of the buying process			
Portrays the persona’s relationships and influence on the buying committee			
Identifies channel and content topic and format preferences			
Subtotal for each column			
Total score			

**Weaknesses** identify areas of improvement to help you capitalize on the Strengths and Opportunities provided by your buyer personas.

Rank the following Weakness statements with a score of 1 (agree), 3 (somewhat agree), 5 (disagree)

<b>B2B Buyer Persona Weaknesses</b>	<b>1</b>	<b>3</b>	<b>5</b>
Includes demographic/lifestyle info that is ineffective at informing content design			
Objectives, problems and needs are too high level to point to specific application			
Leans more heavily toward title than role			
Doesn’t address the persona’s status quo or current situation			
Has a number of similarities to other buyer personas you’ve built – not unique			
Subtotal for each column			
Total score			

**Opportunities** are indicative of advanced techniques that can be applied to enhance the strengths of your buyer personas.

Rank the following Opportunity statements with a score of 1 (not doing), 3 (sort of doing), 5 (am doing)

<b>B2B Buyer Persona Opportunities</b>	<b>1</b>	<b>3</b>	<b>5</b>
Identifies ways to help the persona resolve conflicts with others to move forward			
Points to tone and style that will improve content resonance			
Helps you shift context with content as persona progresses through buying stages			
Enables you to create consistency of experience in execution across channels			
Informs the development of a content strategy across the entire buying process			
Subtotal for each column			
Total score			



**Threats** are warning signs that indicate actions to take to get the value the construct of buyer personas promises—when they’re developed as an actionable tool.

Rank the following Threat statements with a score of 1 (agree), 3 (somewhat agree), 5 (disagree)

<b>B2B Buyer Persona Threats</b>	<b>1</b>	<b>3</b>	<b>5</b>
We haven’t been successful socializing buyer personas across the organization			
We didn’t use external research or customer interviews to create our personas			
We don’t use buyer personas in our company beyond our marketing team			
We haven’t updated our personas in more than one year			
Different functions have created their own personas independent of ours			
Subtotal for each column			
Total score			

A score of 25 for each section indicates that your B2B buyer personas are effectively developed and that you’re using them to best effect. Take a look at any “3” scores in each section. Improving those will bring the fastest impact to how your personas impact your marketing programs. However, addressing any “1” scores will bring the most impact to improve effectiveness. If the total score for your buyer persona across all sections is less than 87, your buyer personas are performing well below their true potential.

Look at the relationships between the things where your buyer personas excel and where they are found lacking. For example, if your personas ranked a 3 for socializing them across the enterprise and a 1 for a lack of external research and customer interviews in the Threats section, doing that work will help you improve the acceptance of personas within other functions. The work will also likely help you to identify potential areas of bias or assumptions that have limited their performance as a useful tool for your team, as well as for others.

Although the B2P study found that 49% of marketers created buyer personas in house, with no expense, the 51% who did invest in buyer persona development spent \$18,000 per persona, on average. That’s a lot to spend to not get the full benefit buyer personas can bring. For those who built personas in house, there may be a few things you haven’t thought of that you’ll find helpful by scoring your personas.