

8 Important Questions to Answer When Building Your Customer Personas

Well-crafted personas can also be one of the best employee training tools in your arsenal because they can have the effect of aiding in the internalization of the customer - almost like knowing a friend, associate, or family member. When you know a person well enough, you understand how to communicate with them more effectively and efficiently, and you know what motivates them to shop, return and compliment you to their networks.



It is an exciting time for marketers. It's easier than ever to get to know your customers so that you can create the brand experiences and messages they like and want. Building customer personas get us even closer to our customers, but they are only useful if they are USED.