



Restaurant Buyer Personas

Successful social media campaigns can easily drive more people to your restaurant. The campaign needs to be engaging and needs to reach the right audience. But in order to succeed in that, you first need to get to know your audience. So that's what we're doing today.

#1

What is a buyer persona?



THE PEOPLE THAT WALK THROUGH YOUR DOOR

So before we start asking ourselves questions it's important to understand what a buyer persona really is. Luckily, my friends at Hubspot managed to put a clear and short description together:

"A buyer persona is a semi-fictional representation of your ideal customer based on market research and real data about your existing customers. When creating your buyer persona(s), consider including customer demographics, behavior patterns, motivations, and goals. The more detailed you are, the better."

Continue reading on the next page



"Buyer personas provide tremendous structure and insight for your company. A detailed buyer persona will help you determine where to focus your time, guide product development, and allow for alignment across the organization. As a result, you will be able to attract the most valuable visitors, leads, and customers to your business." - Sam Kusnitz, Hubspot

For restaurants, buyer personas should be obligatory. Understanding your customer will help you in many different ways. It can be of great guidance to your staff's behavior on the floor, your menu items and pricing and much more. But when it comes to social media, understanding your customer is even more essential. If you don't know who your audience is, your efforts are never going to deliver the results you want them to.



#2

What does a buyer persona look like?



A buyer persona should contain information about many different aspects of your ideal customer. We're not just talking demographics here. No, we need to dive deep. Your buyer persona should be as detailed as the description you would give your best friend about your partner (your girl- or boyfriend, your wife or husband). You want to tell everything about them - and even more.

A buyer persona goes beyond someone's location or income. It should talk about someone's motivations to buy, someone's challenges, et cetera. I will give you a long list of questions you can and should ask yourself regarding your buyer persona. But first, let's take a look at a buyer persona example I created for a restaurant I'm very familiar with.



BAR BETON

A coffee, lunch and work spot with 5 locations in Utrecht, the Netherlands

- 5 locations
- Average to just above average menu prices
- Young and hip design
- Good coffee (Number 26 of 100 in the national rankings)
- Offers meetings rooms to companies and events





4 of the many Bar Beton Buyer Personas

1. ANNA SMIT

A student living in the neighborhood who likes to go for lunch and coffee at Bar Beton. Sometimes she takes her mom.

2. DAVID WOLFF

A young guy, just graduated from his master, now on the look for a job. In the meanwhile he follows courses online to keep studying.

3. ROBIN VAN DYK

Robin is a true entrepreneur. Founder of 3 successful start-ups he is now negotiating his next business idea.

4. SARAH BRUIN

Sarah is 26 years old, loves fitness and works at clothing store. She is into fashion and likes to go out with friends on the weekend.



DEEP DIVE

The buyer personas on the previous page were of course still very global. And for a restaurant chain like Bar Beton, there are many buyer personas. It's important to cover as much of them as is necessary. And to cover them thoroughly. As I said, you need to dive deep.

That's why on the next page you'll find a deeper dive into one of the personas: Anna Smit.

THE BASICS

- Anna Smit
- 22 years old
- Living in Lombok, Utrecht (Lombok is a neighborhood: be specific!)
- Born and raised in a small town nearby: Maarssen (suburban area)
- Two working parents
- Dad is a lawyer
- Mom is a secretary
- One older brother named Max

EDUCATION

- Studies psychology, last year bachelor
- Attended VWO (highest level high school in the Netherlands)
- Generally good grades
- Many friends in high school and now in university, mainly girls
- Enjoys to study in the library
- Uses her laptop while studying



HOBBIES

- Doesn't really enjoy to work-out
- Has no gym subscription
- But does care about healthy living/eating
- Likes to play volleyball
- Is member of a student volleyball group
- Enjoys to read a book, but doesn't do so very often due to lack of time
- Likes to go out on Thursdays and the weekend to the local clubs and pubs
- Into popular music, not techno or such

TECHNOLOGY

- Anna uses a Macbook Air
- She has an iPhone 7
- She is mostly on Facebook and Instagram
- She has Snapchat, but doesn't use it that much. She prefers other social networks
- She uses e-mail mainly for university and for work
- She likes to follow travel and food channels and vlogs on YouTube



SO MUCH MORE TO ASK

That's a pretty brief example. I only covered 4 categories there, where we could (and should) actually cover much more aspects of Anna. Now you might start thinking, *this is going to take way too much time*. But hey, don't get stressed. Yes, it is going to take some time to set up these buyer personas. But they will be of such big value to your restaurant, you *should* take your time creating these. And since the insights and data used to create a buyer persona should be real, you can't just make them up within a few minutes.

So start with what you know, and add information afterwards. Buyer personas are living things. They change. Anna will grow up. In 5 years, the 22-year-old student that might visit Bar Beton will use different technology, platforms and have different hobbies. That's reality.



**Buyer personas are living things.
They change. That is the reality.**

CAROLINE CLAASSEN - FOUNDER OF TREMENTO

WWW.TREMENTO.COM



RESTAURANT SPECIFIC QUESTIONS

Since this guide is specifically designed for restaurants / cafés / bistros / coffee shops or likewise businesses, I decided to put in a few more important questions. So, imagine I did an interview with Anna. I asked her all the basic stuff to get answers to important parts of her buyer persona, like her demographics, daily routines and such. But now we want to know more about her as a restaurant visitor. So we ask her more specific questions. These are just a few examples of the things you should really ask your (potential) visitors. You'll find more at the end of this e-book, in the question list.

Why did you come to Bar Beton?

I found out about Bar Beton because I passed by this location one day when I was on my way to university. Through the window I could see it was busy and that there were people working on their laptops. It seemed like a good place to get some coffee and work on my thesis.

What did you do before you came here?

One of the things I always do before I visit a new place is check out their website. First of all because I want to know what their opening times are, but secondly I want to see if they have their menu online. I don't want to spend a crazy amount on a cup of coffee so I prefer to know the price before I go.

Did you check out Bar Beton on social?

Yes. Actually, if I'm being honest, I checked the Bar Beton Instagram before I went to their website because I thought it would be the easiest way to find the link to their site. I do this quite often: I go to a restaurant's website through Instagram instead of through Google.

Do you follow us on social?

Not yet. The Bar Beton Instagram page didn't seem to special to me. I don't see any reason right now to follow you. When I would follow you? Oh well, if there were lots of pretty pictures, tips about coffee and maybe special offers for Instagram followers. That'd be pretty cool.

#3 Time to do some research



**WHERE TO GET YOUR ANSWERS?
RESEARCH! DON'T JUST MAKE UP DATA.**



QUALITATIVE



QUANTITATIVE



HOW TO GET QUALITATIVE DATA:

- Focus groups
- Interviews
- Online blogs
- Your staff
- Reviews

Focus groups

A focus group is a research method where you invite a selected group of people to ask questions and discuss answers. So, for your restaurant: invite a group of regular visitors and ask all of them to bring a friend who has never visited your place before. Offer them a free lunch in exchange for their participation.

Think about the questions you are going to ask them beforehand but also: be open for new perspectives during the actual focus group. It's important to really listen to your participants answers. To make sure you don't forget what's been talked about: take notes and *record the conversation* with an audio recorder or camera.

Interviews

An interview is a perfect research method to go really in depth with a certain kind of visitor. If you feel like your restaurant is missing out on, let's say, elderly people or maybe flex workers, then it's a good idea to sit down with someone from that specific target audience to ask them some questions.

An interview will give you more personal answers. In a focus group, the attendees might be influenced by one another. If you feel like there's a person that really represents a certain target audience of yours very well, then an interview might be the way to go. My advice: do both. Conduct both a focus group and do interviews.

Online blogs

You might be wondering why blogs are in the list of qualitative research. The answer is simple: blogs tell you what a certain audience likes and dislikes about a place. A blogger is almost always a representative of a certain group of people. You can find bloggers in all categories: millennials, moms, digital nomads, stay-at-home dads, travelers and so on. So what's the trick?

Start a Google search and find blogs that have written about restaurants/cafés similar to yours. Scan the blog post: what did this person like about this place? What did they dislike? This will give you valuable input for your buyer persona and eventually also for your content.

Your staff

Nobody, except maybe you yourself, knows your customers better than your staff. They are the ones interacting with your visitors on a daily basis. So what better persons to ask for input for your buyer personas than your own staff? Let them help you answer some of the questions in the question list. You'll probably find they know much more than you expected.

Even though your staff will probably be able to tell you a lot about your customers, it's important to take a broad look and not trust everything they say. Make sure you compare their answers to your customer's answers to get a realistic image.

Reviews

The last one in here is something you, as a restaurant owner or marketer, shouldn't be surprised about.

Reviews. Those comments online that can make or break your business. Now, as a restaurant owner or marketer you know how important reviews are (and that you should *always* reply to every single one of them).

But reviews are not just negative things. Actually, they form a great source of inspiration for your buyer personas. They tell you what your customers like, what they don't like, what they expected, what their values are. So my tip: print them out and get your marker stift ready. Highlight all important aspects, put them into a list and keep this next to you when creating your buyer personas.





HOW TO GET QUANTITATIVE DATA:

- Online surveys
- Social Media Analytics
- Website Analytics

Online Survey

An online survey is an easy way to gather data and insights about your target audience. It's a great tool to reach a lot of people, including potential visitors. However, an online survey isn't going to be worth anything if you don't know what questions you should ask. Therefore a few tips:

- Define the goal of your survey: what data do you want to get out of this?
- Keep the questions short
- Ask yes/no questions. For deep insights you've got your interviews. The survey should give you easy analyzable data. So ask participants which social media they use, if they ever leave reviews, if they visit a restaurant's website before they make a booking, etc.

Another thing to consider when conducting an online survey is who your participants are going to be. Who are you going to invite to fill in your survey and how are you going to invite them in the first place? My tip: give away 1 free lunch or coffee (depending on your business) under the participants. This will motivate them to fill in the survey. Also, when inviting them, tell them how much time the survey will take ("Only takes 3 minutes").

One last thing: make sure you put some questions regarding demographics in the survey and make sure you get the e-mail address of the participant (if you are giving away a free lunch/coffee, then that's a great excuse to ask for the participant's e-mail address).

Social Media Analytics

Your social media analytics can tell you some interesting information about your current fans. Where are they from, what's their age and gender, what other interests do they have? Use these analytics to figure out some buyer personas that match your current audience. These social media analytics can be a good starting point. Which platforms you look at depends on where you're active.

Facebook has its own analytics system which will be able to show you quite some stats. Instagram also has an analytics system which you'll be able to use once you have a business account set up (which is really easy, so do activate this). Another tool you can use to look at your analytics is "Buffer".

Website Analytics

Your website analytics are just as important. If you haven't set up Google Analytics yet, then make sure you do so right now. Google Analytics will tell you how people find your website, which pages they visit the most and the longest, where those people come from and more. It's an incredibly valuable tool and it will give you a good amount of data for your buyer personas.

One of the interesting things in Google Analytics is to see on what device people are coming to your website. Are they on a mobile phone or are they on their desktops? Either way, be sure to make your website smartphone friendly and analyze your results.

#4

**What questions
should you ask?**



Now that you understand what a buyer persona is and how you can get the data to create one, it's time to get to work. The next few pages are filled with the questions you need to create a well-rounded buyer persona. They are divided into different categories. You don't need to ask your focus group, interviewee or online survey participants every single question that is listed here. That'd be way too much for them to handle. Instead, try to figure out which questions are most important to your business and which questions can be best answered with which research method.

Some questions may be better suited for interviews while others are perfect for an online survey. Generally speaking I'd say all questions under the category "motivations", "values" and "expectations" are more suited for interviews or focus groups than for surveys, whereas questions under the category "demographics" or "technology" are perfect for surveys and analytic research.



THE BASICS

- What is his or her name?
- What is his or her gender?
- What is his or her age?
- Where was he or she born?
- Where did he or she grow up?
- Does he or she have brothers or sisters?
- Are his or her parents still together?

EDUCATION

- What type of elementary, middle, and high schools did he or she attend?
- Was he or she a good student?
- Did he or she have a lot of friends in school?
- Did he or she go to college or university?
- If yes, what kind of study did he or she do?
- If not, what did he or she do after high school?





EMPLOYMENT

- Is he or she currently employed?
- What is his or her current salary?
- Does he or she enjoy the current job?
- Is this his or her dream job?
- Does he or she often go out / meet up with coworkers?



CURRENT SITUATION

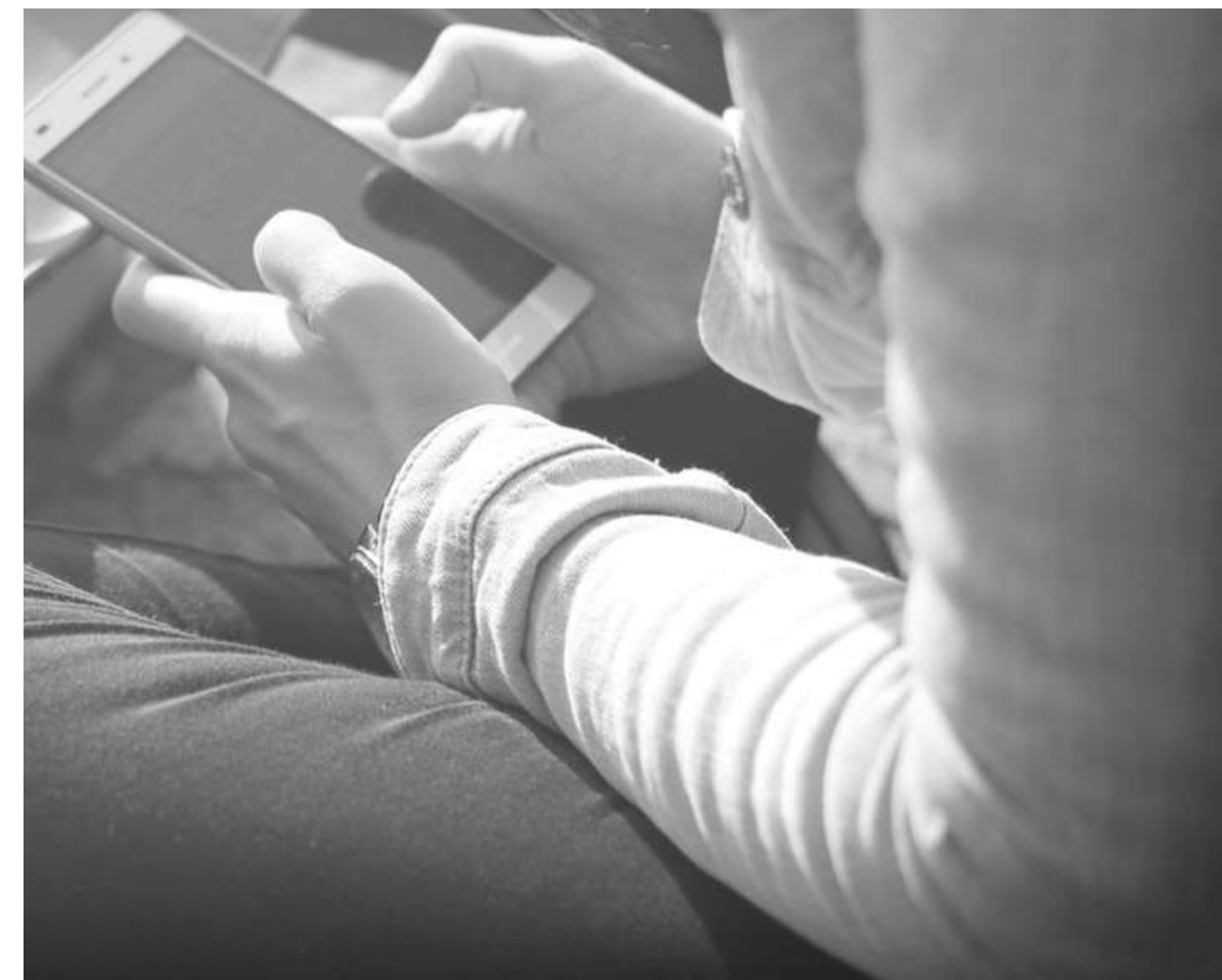
- Where does he or she currently live?
- What does his or her current household look like?
- Is he or she single, dating, living together or married?
- Does he or she have a lot of friends? What is his or her social situation like?

PERSONAL

- What are his or her hobbies?
- What is his or her favorite TV show?
- What kind of music does he or she listen to?
- Is he or she a morning person or a night owl?
- Does he or she like to cook?
- How does he or she spend his or her weekends?
- Where does he or she shop?

TECHNOLOGY

- Does he or she own a smartphone?
- Does he or she own a laptop?
- How much time does he or she spend on these devices?
- When does he or she use these devices? And where?
- How does he or she search for information?
- Where does he or she search for information?
- What social media networks does he or she use?
- Does he or she use social media to look up restaurants?
- Does he or she feel influenced by what others post on social media?
- How does he or she usually spend his or her time on social media?
- Does he or she look at review websites for restaurants? If so, which ones?
- Does he or she follow restaurants on social media?





FOOD

- What does he or she like to eat?
- How often does he or she eat outside the door?
- How much does he or she want to spend on food in a restaurant/café?
- Does he or she go out for dinner alone or with friends?
- What does he or she like to eat when going out?



DRINKS

- What does he or she like to drink?
- How often does he or she go outside the door to get a drink?
- Does he or she get coffee to go?
- Does he or she like to work in a café while having a coffee/beer?
- What does he or she usually order for drinks?
- How much does he or she want to spend on a coffee? And on a soda and on an alcoholic beverage?
- Does he or she often go to new cafés or is he or she a regular visitor of the same place?

THOUGHTS, FEELINGS, MOTIVATIONS

- How does he or she pick a restaurant to go for dinner with friends?
- How does he or she pick a restaurant to go for dinner with family?
- How does he or she pick a restaurant to go for dinner with a date?
- What does he or she find important when choosing a restaurant?
- What does he or she look at (website, social media, review site, etc.) when choosing a restaurant?
- What aspects are important in his or her decision process? (For example, the menu prices, allergy options, vegetarian menu, etc.)
- What kind of restaurant or café does he or she prefer?
- What kind of background music does he or she like?
- What is most important to him or her once at the restaurant?
- Does he or she ever leave reviews?
- What motivates him or her to leave a review?

Another useful thing might be to ask about a previous excellent experience. These answers may lead to some golden tricks you could 'steal'.

- Can you tell me about a memorable restaurant experience you've had?
- What made that experience so special?
- How did you find out about that specific restaurant or café?
- Did you share your experience afterwards? If so, how? (Social media, word of mouth, bringing friends the next time, etc.)
- How are you now still connected to that restaurant or café?



#5

Set up the persona



4 TO 6 PERSONAS

Now that you've got some answers regarding these questions, it's time to set up the actual persona. Hopefully you interviewed different kinds of customers and talked to more than just 1 person so you're able to create multiple buyer personas, each representing a different segment of your potential visitors. Now, you don't need 10 buyer personas: you can't market your business to 10 different persons. That'd be too difficult. But let's aim for 4-6 buyer personas.

The personas should all be based on the data you gathered through your research. Don't forget to compare answers from your staff to the answers from customers: your staff doesn't know all the answers. Create global buyer personas that are detailed enough to represent a certain segment. This will allow you to optimize your marketing efforts.





WHO IS YOUR CUSTOMER?

LET'S START

Next up is education. Again, take a look at the questions I gave to you in the last chapter. Write down everything you can regarding your buyer persona's education, like for example:

Type of previous education:
College / university:
Majored in:

Then we move on to your buyer persona's current situation. Where does he or she live and with who? What is his or her social situation like? Fill in some information about:

Relationships:
Living situation:

Education

Basics

Employment

Current situation

Start with the basics. Fill in the following list and add more details if possible. For input, check the questions that I gave to you in #4.

Name:
Age:
Gender:
Family:

Next up is employment. This is where we look at both current and past work situations. Where is your buyer persona currently earning his or her money? With what tasks? Is he or she happy at this current workplace? Some fields included:

Current job:
Past job(s):
Dream job:

A very important part of your buyer persona will be the technology part. It may seem boring to you, but since buyer personas will play such a big role in your online marketing, it's important to know how, when and where your customers are using technology. Questions handle subjects like:

Most used device:

Social Media channels used:

Time spend online:

Then we move on to your buyer persona's current situation. Where does he or she live and with who? What is his or her social situation like? Fill in some information about:

Relationships:

Living situation:

Technology

Personal

Food

Drinks

Here your buyer persona is starting to get some depth. Be ready to jot down more information and longer phrases. Questions will be regarding his or her:

Hobbies:

Favorite ...:

Daily routines:

Weekend activities:

This part is going to be all about your buyer persona's food expectations, habits and values. Do they have any special needs, allergies? How do they usually pick a restaurant? What is important to them in a restaurant? How much do they want to spend? Be elaborative, because this should be a key pillar in your restaurant's buyer persona.

This might be the last part in your written buyer persona. These questions are in cohesion with the questions at 'food' but are more specific towards drinks. You might find out your buyer persona loves happy hour, or special coffees. This would give you great input for marketing offers and events to hold at your property. So yep, this too is a key pillar in your buyer persona.

Ask your customers lots of questions here. Don't undervalue this part of your buyer persona. I reckon you will stumble upon a few very valuable surprises. 'Golden nuggets', as we like to call them.

Drinks

Photos

Now that you got everything written out, it's time to find some photos that match your buyer persona. Why? Because this brings them truly to life. It makes them more tangible, not only for you but also for your staff. There are two ways to get photos: go online and get stock photos, or... use photos from your actual customers! Since you're using these buyer personas internally you don't have to deal with copyrights.

Find pictures that represent your buyer persona in a way that is recognizable instantly for you and your staff. The kind of photos where they go: 'Oh, that's *that kind of person*. That *buyer persona*.'

And don't stop at 1 photo. Create a collage that represents the buyer persona. A good tool you might want to use for this is [canva.com](https://www.canva.com).

PUT IT TOGETHER

Now that you got all the information, you need to put it together. There are many ways to do this. You can write everything out in a Word document, use a Powerpoint or Google Slide deck, or maybe even go into an editing program like Photoshop or InDesign.

For your convenience, I made a template you could use as either a Google Slide presentation or Powerpoint. It's also available in PDF, so if you have a PDF editor, that's another option. Just navigate to: tremonto.com/bprtemplate and you'll find the links there.



#6

What's next?



Time for content

So now that you've done all the hard work of setting up your buyer persona, you might be wondering... What's next? What should you do with these personas?

The answer is as simple as it seems: create content for them. Every single time you're about to put something out there, make sure your buyer persona either benefits from it or will enjoy it.

Ask yourself this one simple question:

Would [buyer persona name] benefit from or enjoy this content?

If the answer is yes, then go ahead and create the content.

If the answer is no, then don't.



Ideas for content

Now that you have your buyer personas it will also get a lot easier to come up with ideas for content. Just take one buyer persona and a stack of post-it notes, and start jotting down ideas that answer to the buyer persona's needs. Let's take Bar Beton as an example again, with Anna as our buyer persona.

So Anna doesn't like to go to the gym but she does care about her health. So we might create a healthy smoothie and promote this. Or we could create posts about the health benefits of coffee or a certain kind of tea that we offer. To make this even more interesting, we could offer a '%25 off your first smoothie' to Anna through Instagram.

An online course about content

In 2018, Tremento will release another e-book or course with many ideas for content for restaurants worked out, complete with examples and tips on how to create each type of content type. This will become available through the tremento.com website. If you are part of the Tremento Tribe, you will be notified when this course is released.

For now, you'll find a list with content options on the next page. About each option that's in that list, there will be a blog post released on tremento.com in the near future. So stay tuned on the blog if you want to learn more.

Content Options

Static Visual Content

- Infographics
- Share reviews
- User generated content (photos from your restaurant or food that have been shared by your guests)
- How-to... - Share tips from your chef or barista
- Photo reports from events at your property
- Photos from (new) menu items
- Q&A - Make posts that visually answer common questions, like what your opening times are or if you have gluten free options
- News updates regarding your business
- Share goals, targets and dreams for the month/year
- Share a photo + quote of the 'employee of the month'
- Create an online magazine, quarterly, about news, reached targets and exciting things that happened in your business
- Do a product review - maybe about your new coffee beans?
- Share inspirational messages and quotes
- Share funny/interesting stories about behind-the-scenes
- Share press releases
- Share blog posts (especially when a blogger visited your restaurant or café)
- Create a poll
- Share local events
- Share promotions / discounts

Content Options

Audio Visual Content

- Video of fun on the work floor
- Video of food preparations
- Video introducing your whole team
- Video of individual staff members: employee tells why he or her loves to work at your place
- Video of individual staff members: employee tells what his or her favorite menu item is and why
- Videos of barista making different lattes, one video for each coffee
- Video of barista explaining different coffee types
- Videos of bar man/woman making cocktails, one video for each cocktail
- Videos of happy visitors, maybe even short reviews
- Buzzfeed-style videos of the preparation of your dishes
- Video of the manager thanking visitors for their visit - if you are able to gather e-mail addresses, you could send the video to customers after their visit. Great way to re-engage them
- Give a tour of the restaurant
- Video of manager or chef announcing new menu items
- Animation with statistics of your restaurant - For example: "2400 visitors in November 2018" and "1780 coffees sold"
- Create a mini-serie about your restaurant's or coffee shops history. Keep videos short and interesting.

Customer journey

A tremendous way to come up with relevant and exciting content would be to create content that is adjusted to your customer's journey. So the journey your buyer persona undertakes from A to Z, A being the moment they think about visiting a restaurant / café, Z being the moment they've returned home and a couple of days have passed by.

If you know exactly what that journey looks like, you can create content that will reach your potential customer at the right moment, the right time. This will result in more effective content that has a bigger success rate in terms of persuasion and engagement.

But that's another story..

However, setting up a customer journey is another story. And creating content that fits that customer journey too. You will see that by having created your buyer persona you're already miles ahead of other restaurants.

If you ask yourself that 1 important question (Would [buyer persona name] benefit from or enjoy this content?) every time you create content, you're bound to be successful and you will see results.

But if you are interested in optimizing your content even more, then make sure you are a member of the Tremento Tribe. You'll then be notified when I have a course available about this specific subject.

**Would [buyer persona name]
benefit from or enjoy this content?
That's the question.**

CAROLINE CLAASSEN - CEO OF TREMENTO

TREMENTO.COM



THAT'S IT

I hope you enjoyed this e-book and it helps you to grow your restaurant, café, bar or whatever it may be. A buyer persona puts you 1 step ahead of your competition - if not 10. It gives you valuable insights that will help you optimize all your communication efforts, both online and offline.

From now on, use your buyer personas when you create something for your communication. Ask yourself that 1 important question and enjoy the results this will bring.

Share the love

I worked hard on this e-book and truly hope it helps you to grow and optimize your business. If you felt like this e-book was helpful to you, then please:

1. Let me know! Leave me a message on Facebook, my website or via info@tremonto.com. I'd love to hear from you. All feedback is welcome.
2. Share it! This resource is free and will always be free. But in order for it to be effective, it needs to be seen, needs to be read. If you could share this resource with colleagues and friends who are in the hospitality industry, I'd highly appreciate that.



Important links

Become part of the Tramento Tribe:

<https://www.tramento.com/tribe/>

Get your free buyer persona template PDF:

<http://www.tramento.com/bprtemplate>

Get your free buyer persona template Google Slides:

<https://www.tramento.com/bprtemplategoogle>



What can I do for you?

Tremento offers the following services to restaurants, coffee shops, lunch rooms, cafés and likewise businesses:

- Website Design
- Graphic Design
- Photography
- Videography
- Social Media Content Creation
- Social Media Management
- Social Media Campaign
- Print Design (like menus, flyers, business cards, etc.)
- E-mail newsletter creation and optimization

Why work with me?

Many advertising agencies out there are a 'we do everything' agency. They take on each and every assignment that's handed to them. I don't. I'm specialized.

I've learned how the hospitality industry is a category on its own. To design the best products for a hospitality brand you need to know what's going on in the industry. You need to understand the psychology, the thoughts that customers have when making a decision about where they want to go for dinner, lunch or a coffee. There's much more to it than a general product. I know this and I'm passionate about this. That's why you should work with me.

For more information, mail me: info@tremento.com

Or visit: www.tremento.com

TREMENTO

The best advertising agency for hospitality brands.