

B2b Buyer Personas

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buyer personas are research based archetypal modeled representations of who buyers are what they are trying to accomplish what goals drive their behavior how they think how they buy and why they

een buyer persona is een gedetailleerde beschrijving van de ideale klant die helpt bij het begrijpen van doelgroepen en het creëren van relevante marketingcontent

in deze blog wil ik je enkele inspirerende voorbeelden van buyer persona's laten zien samen met de voorgaande links ben je zo in staat de perfecte buyer persona template te ontwikkelen voor je eigen

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