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| Persona Name  Summary statement (optional) | |  |
| Persona Summary  *Find & replace:* [Name] [she/he] [her/him] [Brand]  A sketch of this person’s profile and habits relevant to our brand niche. What sort of person are they? What are their attitudes to life, work or politics?  Offline/digital media consumption and exposure. | |
| Demographics  **Age**: 52  **Gender**: Male  **Education:** B.Com Marketing  **Marital Status**:Married  **#/Age of Children**: 3 children. 15, 17, 21. | Occupation  **Job Role(s)**: Marketing Manager  **Reports to**: CEO  **Income**: $160,000pa | Business (for a B2B Persona)  **Company**: Name or type  **Industry**: List likely industries  **Employees**: 1-4, 5-10, 11-20, 21-50, 51-100, 101-200, 201+  **Revenue:** Under $1m, 1-2m, 2-5, 5-10, 10-30m, 30m+ |
| Goals & Values (related to our brand)   * [Name] wants to achieve… * S/he is committed to… * What are the overall business goals for this persona? * What are their needs and desires in relation to your product category. * Describe what a positive outcome looks like.   Challenges & Pain Points   * What is [Name] challenged by? * What’s wrong with the current situation? * What problems could be solved by us?   Why would [Name] buy from us?  For this persona, what value does our product/service provide?  What would make our product a compelling offer for this persona?  How would that be unique from alternatives? E.g. Quality, expertise.  What would motivate [Name] to buy from us?  Quicker delivery, better quality, cheaper, better value, a specific skill or expertise  What would make things better?  Objections to our Offer   * Why would they not want our particular solution? * Include any approach that may cause your Persona to lose interest in your product or walk away completely.   Sales Funnel Mediums/Tactics  Awareness – Attract – How this Persona finds us:  Online Search – Adwords, Organic rank. Referral from friends, Facebook ads. Radio Adverts…  Include special tactics to attract past buyers etc  Consideration – Engage Prospects:  Nurturing campaigns. Blog articles. Product reviews, regular top-of-mind emails.  Decision – Convert to Customers:  Customer reviews, email offers, Loyalty offers. Cross-sell, up-sell. Sales call. Demo. | | “Personal quote that this persona would say in their language and tone related to this niche.” |
| Share of our focus ~??% |
| Relevant Keywords  List phrases [Name] uses in a google search, separate by commas |
| Sources of Information  **Fav Websites**: NZ Herald, Trademe  **Blogs/Social**: LinkedIn  **Newspapers/Mags**:  **Books**:  **Gurus**: Seth Godin |
| Segmentation Identifiers  What attribute or question could immediately segment [name] into a Marketing Automation list – Occupation, Industry, Gender, age, buying frequency, Car purchased, Purpose of loan, Industry, No of employees  Other segmentation attributes |

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| mage result for mother with teengage kidsConsiderate Kate (example)  Summary statement (optional) | |  |
| Persona Summary  Kate is always thinking of others. She’s the one that remembers birthdays and anniversaries and always wishing you well. She’ll often send a text, a card or a small gift as thank you or as a thoughtful present.  She loves sending flowers – she knows they’ll brighten up someone’s day and it's the easy to choose gift you can give anyone. She knows it creates a memorable surprise when it turns up on a doorstep or office.  And Kate will often buy flowers for home – she loves the way they brighten up the home and create a great talking point with friends. | |
| Demographics  **Age**: 42  **Gender**: Female  **Marital Status:** Married  **#/Age of Children: 3 teenage kids,** 15, 17, 21 | Occupation  **Job Role(s)**: School Teacher  **Reports to**: Principal  **Income**: $60,000pa | “I would have loved to see the expression on her face when the flowers turned up for her birthday.” |
| Goals & Values (related to our brand)   * Look after family and bring them up well. * Treasure friendships and care for friends. * A flower and gift shop that I can always turn to – login to my account and order online. * Knowing that a gift will turn up on time, look fabulous and be appreciated.   Challenges & Pain Points   * Finding a gift that will surprise and delight. * Trusting the quality of gift ordered online. * Flowers that look good for just a day! * Sending flowers that are a little different from the norm?   Why would Kate buy from us?  The ease of choosing and sending a personalised gift to a friend trusting it will turn up on time looking gorgeous.  Easy and quick to order online – optimised website.  Objections to our Offer   * Overtly commercial promotions. * Flowers and gifts coming across too clinical and modular – need to be seen as unique and boutique   Sales Funnel Mediums/Tactics  Awareness – Attract Visitors:  Online Search – Adwords, Organic rank. Referral from friends, Facebook ads.  Calendar reminder of pending birthday. Need to find the right personalised gift.  Consideration – Engage Prospects:  Product reviews, regular top-of-mind emails.  Check on options (gift shop, chocolates, flowers). Consider the ease, yet satisfaction of sending flowers  Decision – Convert to Customers:  Customer reviews, email offers, Reward points.  Flower service I’ve used before. Best reviews. A breeze to use online. | |  |
| Share of our focus ~30% |
| Relevant Keywords  List phrases [Name] uses in a google search, separate by commas |
| Sources of Information  **Fav Websites**: NZ Herald, Trademe  **Blogs/Social**: LinkedIn  **Newspapers/Mags**:  **Books**:  **Gurus**: Seth Godin |
| Segmentation Identifiers  What attribute or question could immediately segment [name] into a Marketing Automation list – Occupation, Industry, Gender, age, buying frequency, Car purchased, Purpose of loan, Industry, No of employees  Other segmentation attributes |