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| --- | --- |
| Persona NameSummary 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 expertiseWhat 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/TacticsAwareness – 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 etcConsideration – 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 KeywordsList 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 IdentifiersWhat 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 employeesOther 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/TacticsAwareness – 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 flowersDecision – 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 KeywordsList 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 IdentifiersWhat 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 employeesOther segmentation attributes |