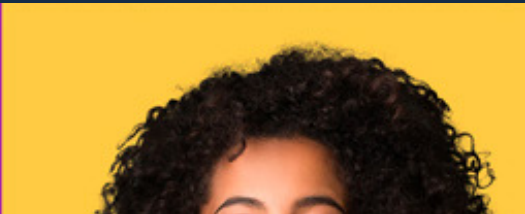
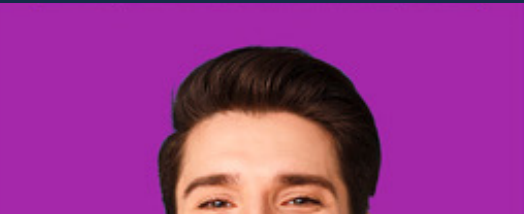
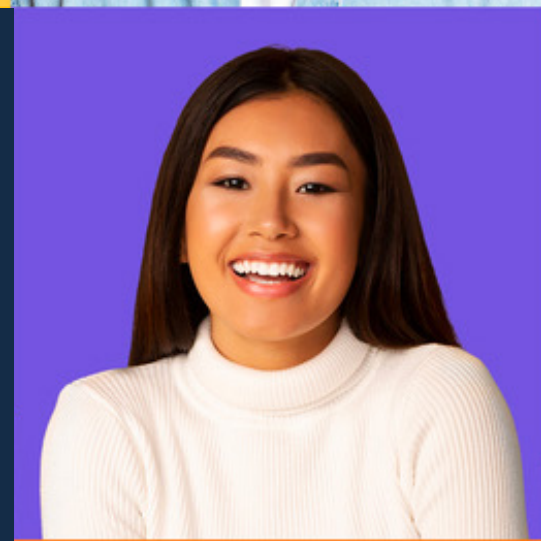



PERSONA
DEVELOPMENT
TEMPLATE



“

“A persona is a fictional character that captures the main characteristics of a target audience”

3 Reasons to develop Personas

- ✓ More Effective Communication
- ✓ Strategic Management of Clients
- ✓ Tangible Financial Return

”

Your Persona
Name here

Example

Your Persona

Your Persona
Name here

Age: 35 – 44, Nationality: Irish,
Married with two children,
Occupation: Business Owner,
Income: €70,000 +
Location: Urban

Education

Second or third Level Education

Preferred Social
Media Channels

Facebook, Twitter, Instagram,
Linkedin, Youtube

Challenges

Extremely busy
personal/ professional life,
time poor, needs easy to access
information, doesn't have time for
long conversations or emails

Preferred
Communication
Options

Phone call, SMS Message, Email,
Face to Face, Social Media

Example

Your Persona

Behaviours

Open and Direct, Honest,
Demanding, Passive Aggressive

Values & Drivers

Excellent Customer Service,
Regular Communication, Clarity of
Information, Convenience, Price
above all else

Favourite Website Types

News, Fashion, Sport, Parenting

Targeted Services

Consider which of your products/
services best answer this persona's
needs and challenges

Any additional research needed?



THANK YOU


Marla
COMMUNICATIONS