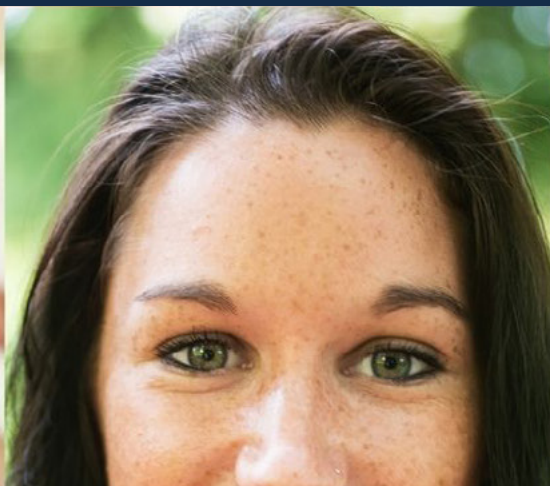




PERSONA DRIVEN
STRATEGY & TACTICS
TEMPLATE



Persona

Objectives

Key Messages

Priority Platforms

Communication
frequency

Formats

KPI's

Name:

Key Characteristics:



THANK YOU


Marla
COMMUNICATIONS