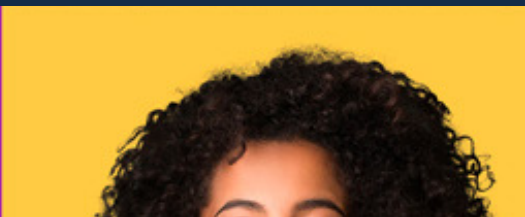
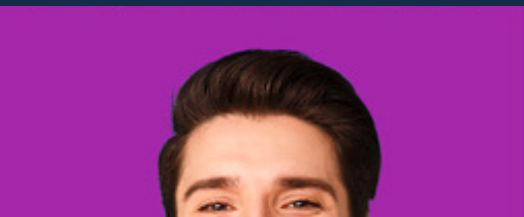





PERSONA
DEVELOPMENT
TEMPLATE



“

“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

”

DEFINE EACH PERSONA

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

Preferred Social
Media Channels
& Communication
Options

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

DEFINE EACH PERSONA

Example

Your Persona


Behaviours, Values & Drivers

Open and Direct, Honest, Demanding,
Passive Aggressive.
Excellent Customer Service, Regular
Communication, Clarity of Information,
Convenience, Price above all else

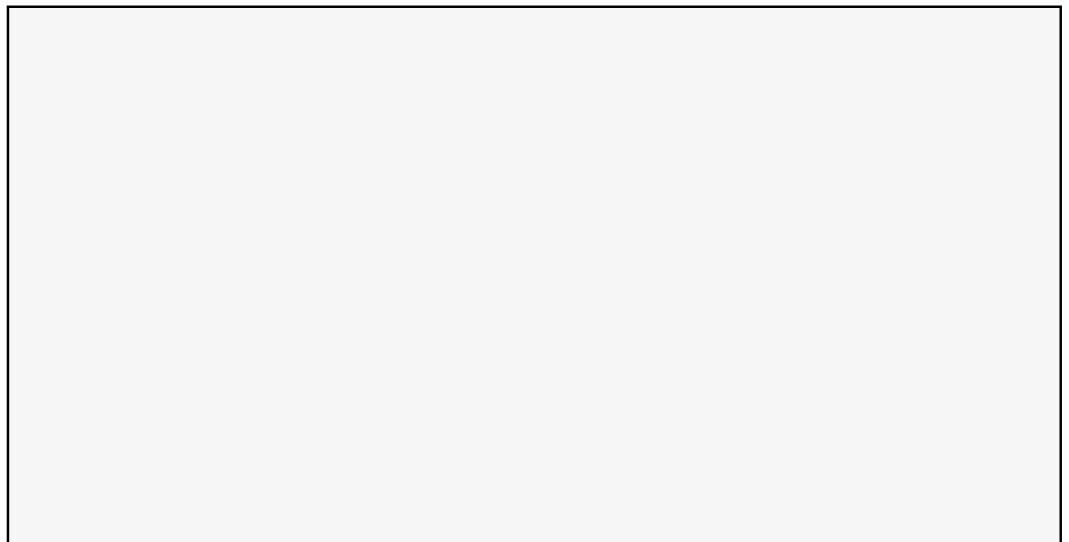


Targeted Services

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



Any additional research needed?





THANK YOU


Marla
COMMUNICATIONS