



Says

What have we heard them say?  
What can we imagine them saying?

take  
inspiration  
from the best  
youtube  
channel

inspired  
emotion  
and  
develop  
attention

we gain a  
lot of  
knowledge

we earn  
money from  
youtube to  
give our own  
content

Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

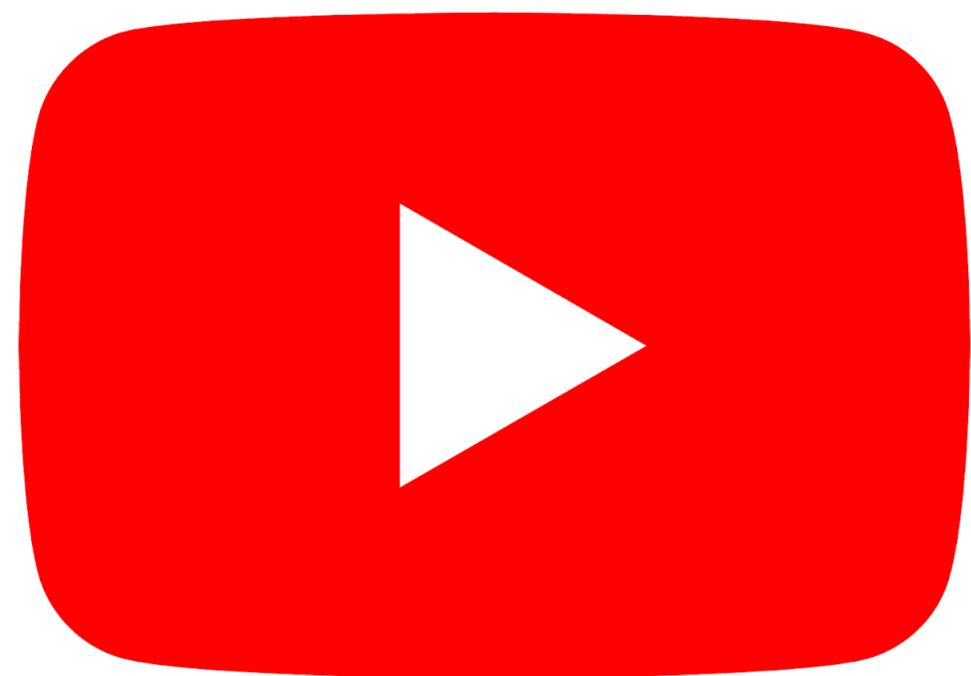


it enables you to  
be able to have  
subscribers  
generate from this  
a register of users  
interested in your  
proposals

helps you  
stay updated  
with the  
latest trends

view your  
estimated  
daily, weekly  
and yearly  
earning  
potential

marketing  
strategies  
and so  
much more



you tube  
happens to be  
the number 1  
destination for  
steaming  
music, etc....

youtube is  
second largest  
search engine  
and third most  
used website  
after google and  
facebook

marketing using  
video is an  
increasingly popular  
channel for marketers  
as the video can have  
a huge impact on  
customers decision-  
making.

with over 3  
billion hours  
of video being  
watched on  
youtube.

Short summary of  
the persona

youtube Ads  
can help  
you reach  
even more  
people

you start  
educating  
your  
audience

many people  
use Youtube  
as their  
primary  
source of  
entertainment

your content  
never die



Does

What behavior have we observed?  
What can we imagine them doing?



What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

Feels

