



Says

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



Thinks

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



Does

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



Feels

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

What the channels might say in the future ?

Explore how their messaging statergies may have contributied to their subscriber growth ?

subscribers want engaging and entertaining content that captures their intreast

The personalities and values of the content creators play a role in shaping subscribers interaction

They hope to be inspired by content ,wheather it's through personal stories,achivements or creativity

Analze the engagement levels (likes,comments,shares)on their videos what topics generate the most interaction ?

Persona’s name



Short summary of the persona

CONTENT STRATEGY
Analze the types of content they create.Are they focused on tutoriales , entertainment ,vlogs,or a mix? identify any trends or patterns

POSTING FREQUENCY
Determain how often they upload new vedios.

Anaxity about content quality, inconsitent posting, excessive ads,lack of interaction .

Subscribers might worry about missing exciting content or updates from their favourite channels

Anticipation of new content and the joy it brings can drive subscribers behaviour .

Collabourations,monetization,trends and adaptation,subscribers growth,content creation,research,analyzing dzta.

See an example