



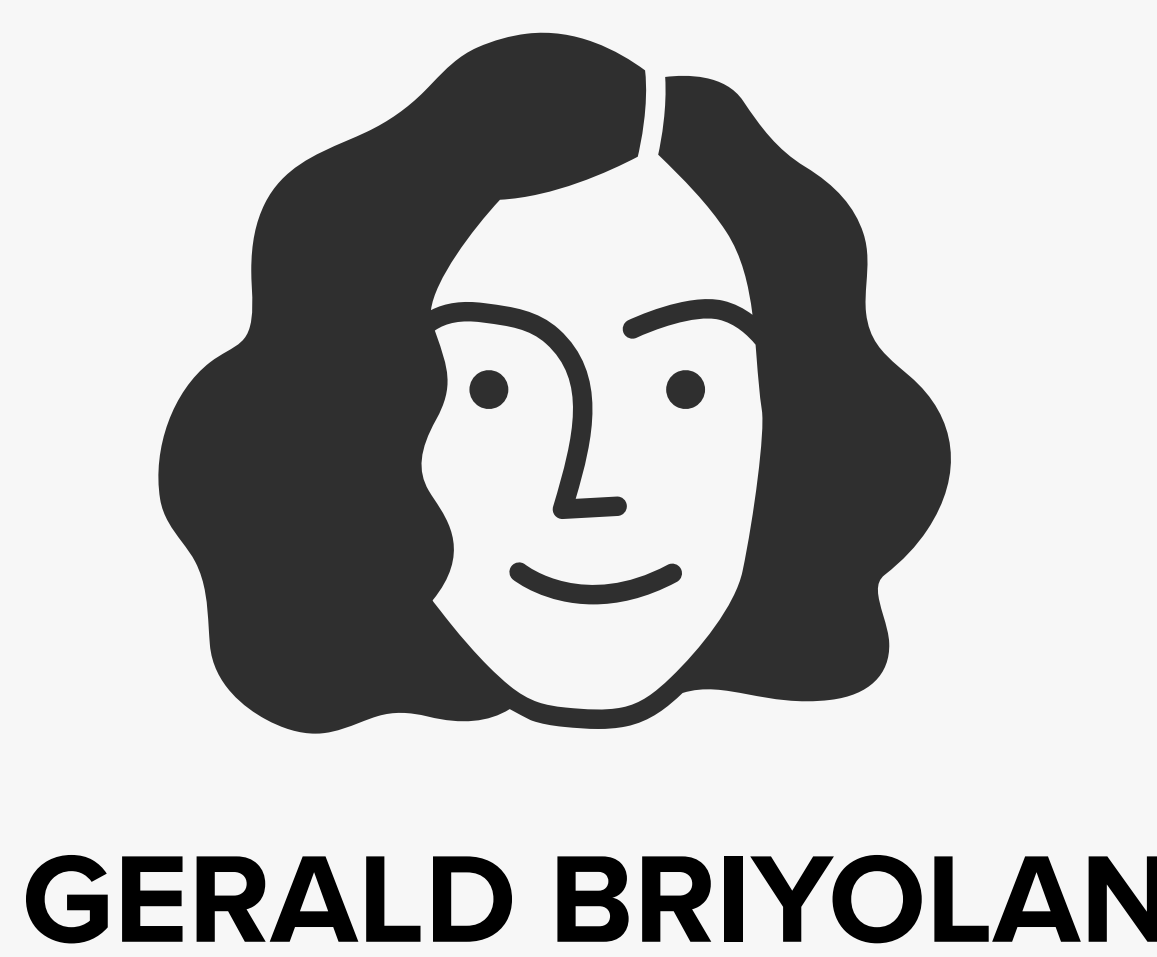
Says

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?



GERALD BRIYOLAN

Goals: Create compelling and shareable content

Pain Points: Finding trending topics, maintaining consistency, writer's block

Gains: Seeks guidance on trending topics, content inspiration, and audience engagement tactics.

That will be indigates a lot of new tracks

This includes addressing issues related to content quality, distribution, audience targeting, and the impact of algorithm changes on post visibility, with the ultimate goal of achieving higher engagement and conversion rates.

These will lead us to gain and Wants to boost post visibility, improve post quality, and gain insights into audience preferences.

I feel there must be an Goal to Increase engagement and views on social media posts

Pain Points: Struggles with identifying relevant content, dealing with algorithm changes, tight posting schedule

That will engages a lot of solution the estimation

Gains: Wants data-driven insights, SEO tools, and strategies to improve content visibility.

Pain Points: Balancing keyword optimization with high-quality content, dealing with Google algorithm changes

Goals: Optimize content for search engines and boost organic traffic

Promote older content with new insights or updates to maximize its value.

Pain Points: Lack of access to real-time data, data overload, interpreting analytics

Gains: Needs better analytics tools, clear data visualization, and insights for optimizing digital marketing efforts.

Craft engaging email subject lines and content previews to entice recipients to click through to the posts.

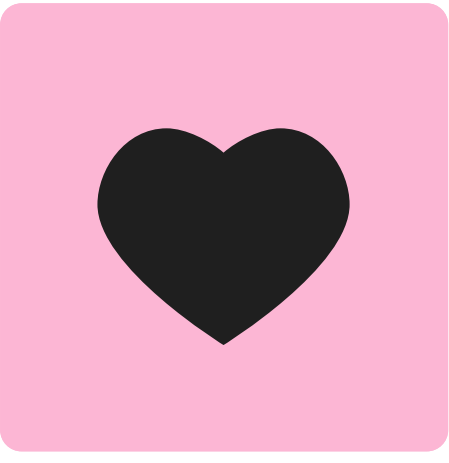
Incorporate your digital marketing posts into email marketing campaigns to reach your existing audience.

Goals: Monitor and analyze post performance, identify trends



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?