

## Marketing Personas Worksheet

Defining who your audience is essential to accurately personalize your messaging on social media to their demographics, challenges, and goals. Fill out each field below and add your own, where necessary, to ensure you're describing marketing personas specific to your organization.

<u>PERSONA #1: NAME</u> Assign a name to reference the persona. If relevant, include their title.	
<u>DEMOGRAPHICS</u> Potentially include their age, job title, location, education level, or relevant attributes.	
<u>CHALLENGES: PAIN POINTS</u> What frustrations do they have? What barriers are they trying to overcome?	
<u>GOALS: MOTIVATIONS</u> What are they trying to achieve? What drives them personally and/or professionally?	
<u>HOW OUR PRODUCT OR SERVICES PROVIDES VALUE</u> Describe what your organization uniquely offers to this group of customers.	
<u>COMMUNICATION PREFERENCES</u> Identify what specific online and offline sources of information they access.	