

SQA Work Experience Marketing Task

Section 1

Personal Details

Please include your details so that we know who has completed the task.

What is your name?

Please include your first and last name

What school do you attend?

Please include the full name of your school

Section 2

Develop a customer persona for a learner in S4/S5/S6.

What is a Persona? A customer persona is a semi-fictional character that describes the characteristics of a wider group of people. We create personas to help us think about the needs of a particular audience – they can be helpful when deciding on marketing activity – such as the best channel to reach them with, when to promote to them, what to say and how to say it.

Create a persona using the tips below, starting with the name of your persona?

Tips to create your own persona:

- Base your persona on the characteristics of a real person or people, but don't include their real name.
- Don't assume. Use information and research to support your persona. You can do your research on the internet and/or speak to people you know of this age.
- Keep it short. By keeping it short people can get a snapshot and understanding of who this 'person' is.
- A description of the image of your 'character' can be helpful to include.

1. What age is your persona you are creating?

Remember to think about the top tips above.

2. What school does your persona attend?

3. What goals do they have?

Think about what they want to achieve, do they have any ideas on what career they want to go into?

4. What challenges will they come across to achieve this goal?

5. What would their favourite social media channels be?

Facebook

Instagram

Snapchat

Twitter

6. What would their hobbies/ interests be?

Section 3

Come up with ideas on how SQA might use TikTok as a marketing channel, in a way that would interest this audience.

Now that you have created your persona, use this to help you come up with ideas on how SQA might use TikTok as a marketing channel, in a way that would interest this audience.

What is TikTok? TikTok is a social media platform that allows short videos to be created and shared. It is currently a popular social media platform and popular with this audience. Think about ways that SQA could use this channel when engaging with learners.

Think of a way to use TikTok as a marketing tool to interest the audience of the persona created by you.

Tips: Look at what we already do [SQA News](#), [SQA YouTube channel](#) and [My SQA](#) this should help you come up with ideas.

- Be inclusive
- Be positive rather than negative
- Use your persona when coming up with ideas, this will help you remember what is important to your audience.

Reflective Diary

Think back to what you read about in marketing and the tasks that you were asked to complete, then answer the following questions.

1. What do you think best describes what marketing is to you?

2. Do you think the task you have completed gives you a good idea on what you might do while working in a Marketing team?

3. Would you like to learn more about SQA's marketing team?
If so, what would you like? General information, contact email with further questions?

4. Please use the space below to make a note of any other thoughts you have had about this business area.