

Says

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

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



Thinks

"find reliable sources of information to enhance our marketing efforts."

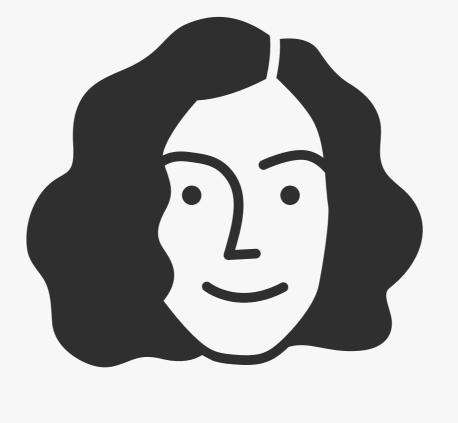
"fresh insights into digital marketing that can set us apart from competitors."

"more access to industry experts and their practical advice."

"justify our marketing budget and show results to the management."

"How can I adapt our strategies to changing algorithms and consumer behavior?"

"What are the emerging trends in digital marketing?"



USER

"Pressure to deliver results and prove the value of her marketing efforts".

" Attends
webinars and
conferences to
learn from
experts."

"Follows industry influencers on social media."

"Subscribes to digital marketing newsletters and blogs."

"Frustrated with the constant changes in digital marketing".

"Excited when she finds practical advice that can be applied to her campaigns".

Wha

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

