

# Target Audience

Jason

## Demographic

28-50

República  
Mexicana

\$20,000-60,000 mxn  
salario  
mensual

Título  
universitario

Casado

## Psychographic

gimnasio

descanso

estatus

actividades  
con la familia

viajar

éxito

## Role

tomador de  
decisiones

Usuario

Influencer

## Activity

Facebook

Email

hojas de  
cálculo de  
Excel

Instagram

Linked In

## Taking Action

obtener  
presupuesto

fácil de usar

seguridad

respuesta  
inmediata

cumplir  
con los  
plazos

cumplir  
con los  
plazos

tener varias  
herramientas  
de  
comunicación

plan anual  
para  
empresas

seguimiento  
remoto del  
caso

manejo  
remoto

eficiente

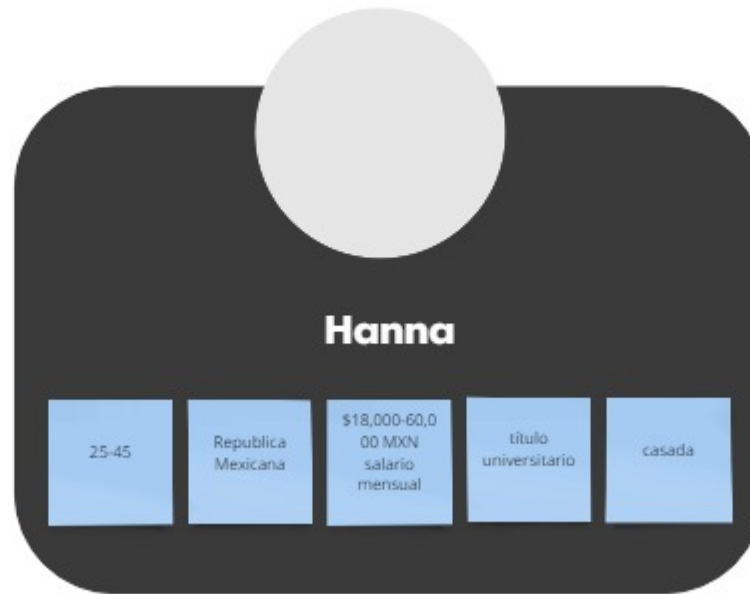
# Target Audience Recap



A blue rounded rectangular card with a grey circle at the top. Below the circle is the name "Jason". At the bottom are five light blue boxes containing demographic information.

**Jason**

28-40	Republica Mexicana	\$20,000-60,000 MXN salario mensual	titulo universitario	soltero
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A dark grey rounded rectangular card with a grey circle at the top. Below the circle is the name "Hanna". At the bottom are five light blue boxes containing demographic information.

**Hanna**


25-45	Republica Mexicana	\$18,000-60,000 MXN salario mensual	titulo universitario	casada
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A green rounded rectangular card with a grey circle at the top. Below the circle is the name "Ricardo". At the bottom are five light blue boxes containing demographic information.

**Ricardo**

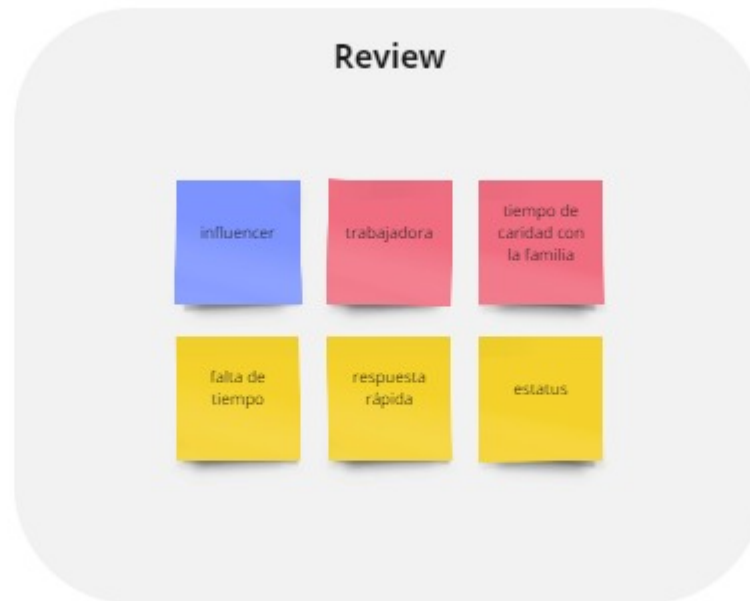
34-60	Republica Mexicana	\$40,000-100,000 MXN salario mensual	Titulo universitario	casado
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A light grey rounded rectangular card with the title "Review". It contains six sticky notes in a 2x3 grid. The top row has blue, pink, and pink notes. The bottom row has yellow, yellow, and yellow notes.

**Review**

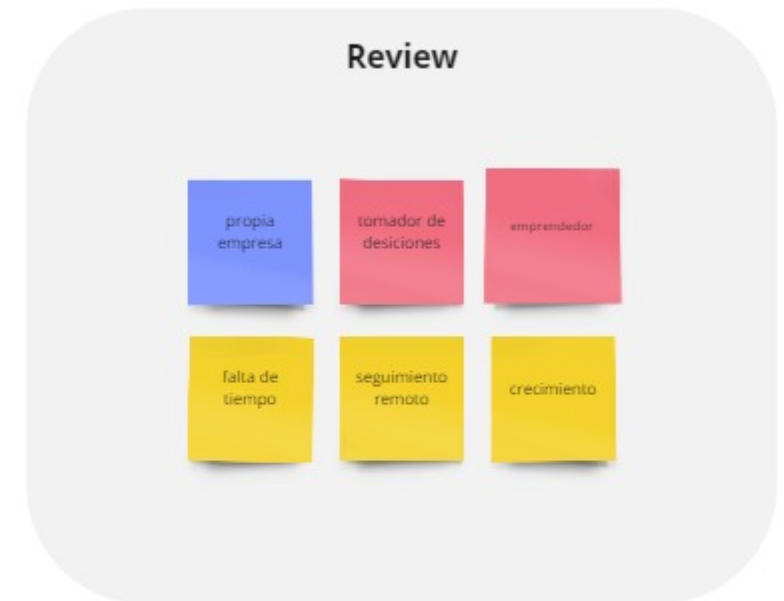
tomador de decisiones	trabajador	vida saludable
no tiene una empresa	eficiente	éxito



A light grey rounded rectangular card with the title "Review". It contains six sticky notes in a 2x3 grid. The top row has blue, pink, and pink notes. The bottom row has yellow, yellow, and yellow notes.

**Review**

influencer	trabajadora	tiempo de caridad con la familia
falta de tiempo	respuesta rápida	estatus



A light grey rounded rectangular card with the title "Review". It contains six sticky notes in a 2x3 grid. The top row has blue, pink, and pink notes. The bottom row has yellow, yellow, and yellow notes.

**Review**

propia empresa	tomador de decisiones	emprendedor
falta de tiempo	seguimiento remoto	crecimiento