

Slide 1: Capa

2
Buyer Personas4 2 3 2
4

Slide 2: O que são Buyer Personas?

3 4
2 2
4
2 4 2 2
4

Slide 3: Exemplo de Buyer Persona

Maria Souza2 8 2
4 2 4
2
4 2 4

Slide 4: Persona x Público-Alvo

3 2 4
3 2 8
: 4 4
2 2 4 2 4
2 2 4

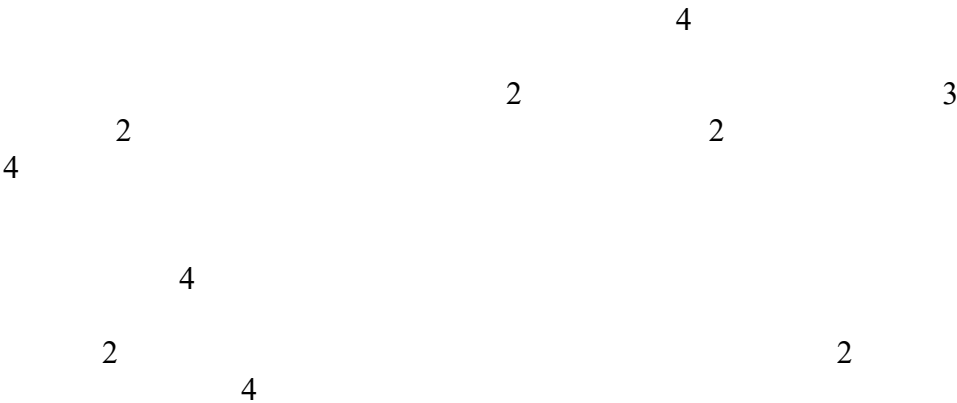
Slide 5: Buyer Persona x Brand Persona

Buyer Persona Brand Persona4
Buyer Persona 4 Brand Persona
4
2 2 2 8 2 4 3
2 4

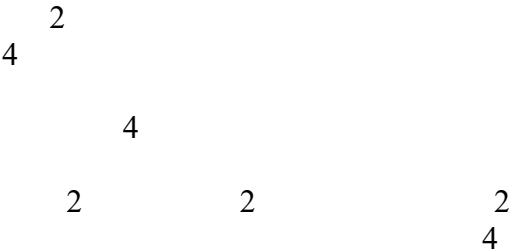
Slide 6: Benefícios das Buyer Personas

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Slide 7: Personas e SEO



Slide 8: Conclusão



Slide 9: Perguntas?
