



Says

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



Thinks

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

Know how  
to attract  
people

May helps  
for business

Collect all  
details  
about  
campaign

Prepare a  
outline to  
implement

Needs more  
knowledge

Make  
people to  
know about  
product



Digital Marketing -  
Smartbridge

Design a  
page

Decide a  
content

Understand  
the  
business  
strategies

Determine  
the  
customers

Learn some  
creative  
ideas

Gain  
knowledge



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

 [See an example](#)