



Says

What does your audience say about your product or service...

This product has helped me save time and money

The reviews for this service are mixed; I'm not sure if it's right for me

I recommend this product to all my friends.

Conducts online research to read reviews and gather information.

Signs up for a free trial to test the product.



Does

What actions do they take or want to take

[See an example](#)



Thinks

What are their thoughts and concerns

I'm concerned about the long-term cost of using this service

Is this the best solution for my specific needs

I wonder if the product will integrate with my existing tools.

Confident: If the product has a strong track record and reviews

Anxious: About making the right decision and ensuring the product meets their needs.

Curious: About trying out the product and exploring its features.



Feels

What emotions are they experiencing



Marketing Managers

Marketing managers are responsible for planning and executing marketing campaigns. They use data analysis to make informed decisions, allocate budgets, and ensure that campaigns are effective.