

# TARGET PERSONAS



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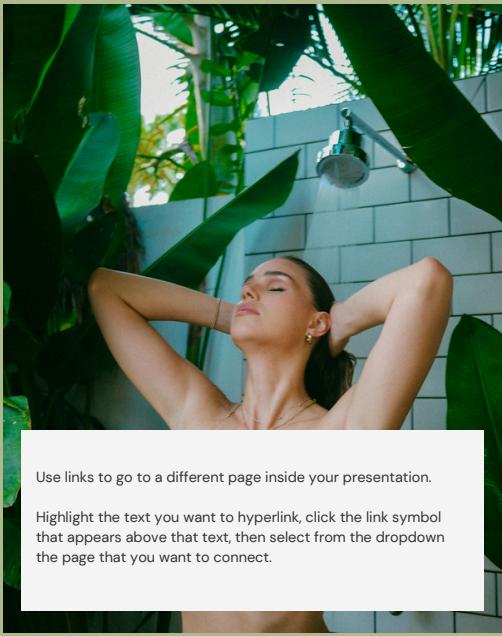
**eskiin**

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Defining Our Audience

Prepared By: eskiin team

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# AGENDA

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# WHAT IS A TARGET PERSONA?

It's a semi-fictional representation of our ideal customers based on market research and real data.

Target personas help us better understand our customers so we can tailor our advertising and products to their specific needs.

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# WHY TARGET PERSONAS MATTER



## FOCUSED MARKETING

More personalized,  
effective campaigns



## EFFICIENT BUDGETING

Right resources for  
the right audience



## IMPROVED PRODUCTS

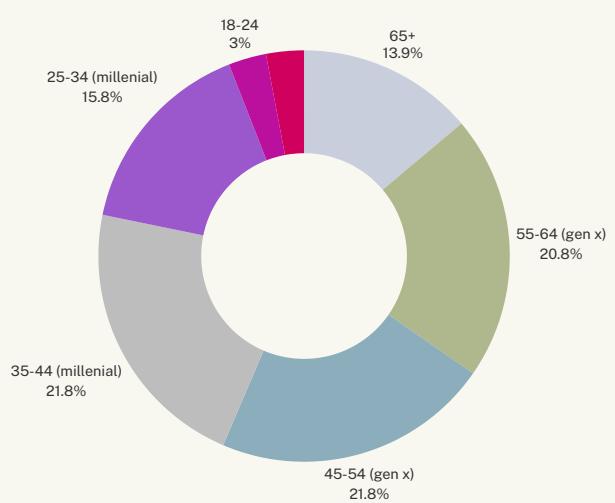
Better understanding of what  
our customers truly want

## GEN X AND MILLENNIALS ARE THE LEADING AGE DEMO IN OUR CUSTOMER BASE

**While we should focus on our primary audience, we should also start growing the other segments.**

Add context to the donut chart. How does it describe part-to-whole relationships? What factors might be contributing to the differences in percentage? What other observations are worth highlighting?

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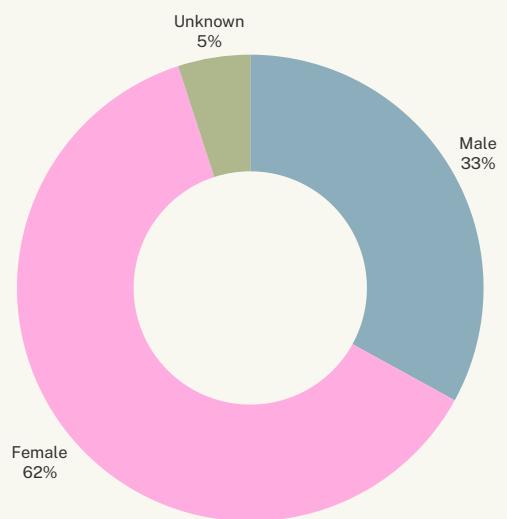
## MORE THAN HALF OF OUR CUSTOMERS ARE WOMEN

**62%**

**While we should focus on our primary audience, we should also start growing the other segments.**

Add context to the donut chart. How does it describe part-to-whole relationships? What factors might be contributing to the differences in percentage? What other observations are worth highlighting?

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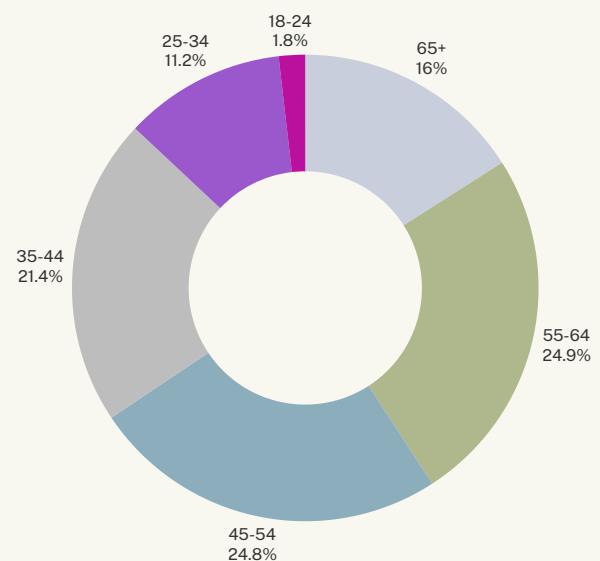
## WOMEN AGED 35+ REPRESENT THE MAJORITY OF OUR FEMALE CUSTOMER BASE

While Gen X women dominate, opportunities lie in engaging Millennials and Baby Boomers further.

The data highlights that Gen X women (45–64) make up the largest segment of our female customer base, accounting for 50% of total female buyers. This strong presence may reflect their increased focus on health, wellness, and self-care during this stage of life. Millennials (25–44) represent 32%, indicating room to grow awareness and engagement among this group, who may prioritize beauty and wellness but face more financial constraints. Baby Boomers (65+) contribute 16%, showcasing consistent interest, likely driven by water quality's impact on aging skin and hair. The 18–24 group, at just 2%, underscores a key opportunity to capture younger female buyers earlier in their wellness journey. This segmentation provides actionable insights to tailor campaigns to reinforce loyalty among Gen X while appealing to Millennials and emerging younger audiences.

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### FEMALE BUYERS BY AGE

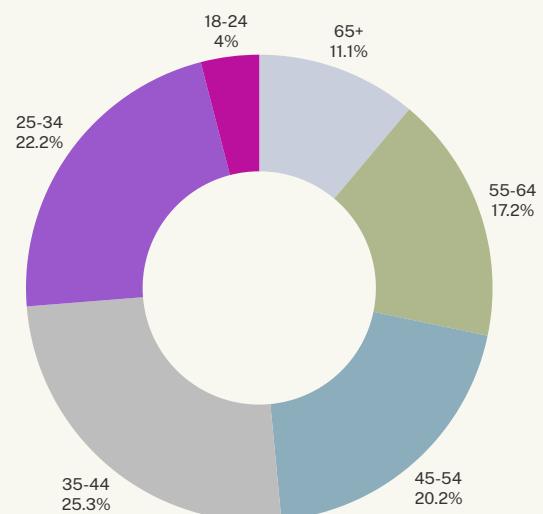


## MILLENNIAL AND GEN X MEN MAKE UP THE MAJORITY OF OUR MALE CUSTOMER BASE

While Millennial and Gen X men drive sales, opportunities exist to expand among Baby Boomers and younger audiences.

The data reveals that Millennial (25–44) and Gen X (45–54) men are our largest male customer segments, contributing a combined 67% of male buyers. This trend reflects the growing interest among men in wellness and self-care solutions, with Millennials likely influenced by lifestyle trends and Gen X seeking solutions for long-term skin and hair care. Baby Boomers (65+) and 55–64 men represent 28%, indicating steady engagement but room for growth with tailored messaging. The 18–24 group, at just 4%, highlights an opportunity to capture younger male audiences who may not yet prioritize water quality's impact on wellness. Insights from this segmentation can guide campaigns that sustain loyalty among core groups while targeting untapped younger and older segments.

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# CONFIDENT KIM

GEN X FEMALE

Customize this table!  
Just right-click on any  
cell to see all the available  
table functions.

To merge, first highlight  
two or more cells, then  
click "Merge Cells" to  
organize your table  
according to your needs!



## AGE AND BACKGROUND

45-54

## INCOME

\$75,000/year

## MOTIVATIONS

Convenience and efficiency

## CHALLENGES

Balancing work, life,  
and self-care

## BUYING HABITS

Prefers online shopping and  
services that save time

# PERSONA 2

## JAMES, THE BUDGET-CONSCIOUS FAMILY MAN

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### AGE AND BACKGROUND

40, married with two children

### INCOME

\$60,000/year

### MOTIVATIONS

Affordability, reliability, and value for money

### CHALLENGES

Balancing family expenses while saving for the future

### BUYING HABITS

Prefers discounts, coupons, and practical purchases; shops for long-term value

# PERSONA 3

## EMILY, THE AMBITIOUS YOUNG PROFESSIONAL

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### AGE AND BACKGROUND

24, just starting her first job

### INCOME

\$45,000/year

### MOTIVATIONS

Career growth, financial independence, and work-life balance

### CHALLENGES

Managing student loan debt, adjusting to full-time work, and building a professional network

### BUYING HABITS

Values brands that offer convenience and products that enhance her efficiency and work-life balance

# HOW WE'LL USE THESE PERSONAS

MARKETING	Personalize our messaging to address their specific needs and challenges.
SALES	Develop strategies to approach different personas effectively.
PRODUCT DEVELOPMENT	Build or refine products/services based on persona pain points and desires.

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# LET'S ALIGN OUR STRATEGIES WITH THE NEEDS OF OUR CUSTOMERS!

Questions? Suggestions?

EMAIL US [hello@reallygreatsite.com](mailto:hello@reallygreatsite.com)

CALL US +123-456-7890



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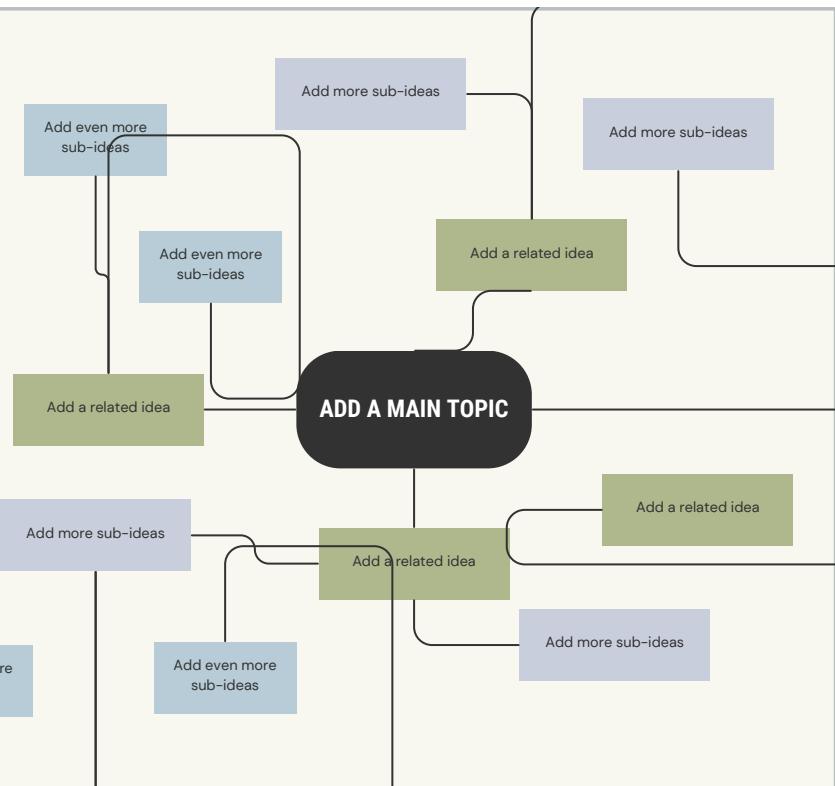
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**B** for Blur

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**C** for Confetti

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**D** for a Drumroll

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**M** for Mic Drop

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**O** for Bubbles

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**Q** for Quiet

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**U** for Unveil

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**ANY NUMBER FROM 0-9 FOR A TIMER**

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