# Luna Digital - Audience Personas

## Overview

Comprehensive audience persona development for Luna Digital based on market research, customer analysis, and behavioural insights for targeted content strategy and marketing optimisation.

## Research Methodology

### Data Collection Sources

* \*\*Customer Surveys\*\*: Direct feedback from existing customers
* \*\*Website Analytics\*\*: User behaviour and engagement patterns
* \*\*Social Media Insights\*\*: Audience demographics and interaction data
* \*\*Industry Research\*\*: Market reports and demographic studies
* \*\*Competitor Analysis\*\*: Audience targeting and messaging analysis

### Persona Development Framework

* \*\*Demographic Profiling\*\*: Age, location, profession, income, education
* \*\*Psychographic Analysis\*\*: Values, interests, lifestyle, and motivations
* \*\*Behavioural Patterns\*\*: Online activity, content consumption, and decision-making
* \*\*Pain Points\*\*: Challenges, frustrations, and unmet needs
* \*\*Goals and Motivations\*\*: Objectives, aspirations, and success criteria

## Primary Persona: The Professional Decision Maker

### Demographics

* \*\*Age Range\*\*: 35-55 years
* \*\*Gender\*\*: [Based on research data]
* \*\*Location\*\*: [Geographic focus areas]
* \*\*Profession\*\*: [Industry-specific roles]
* \*\*Income Level\*\*: [Relevant income bracket]
* \*\*Education\*\*: [Educational background]

### Professional Context

* \*\*Job Title\*\*: [Specific roles and responsibilities]
* \*\*Industry Experience\*\*: [Years of experience and expertise level]
* \*\*Company Size\*\*: [Organisation size and structure]
* \*\*Decision-Making Authority\*\*: [Budget and procurement influence]
* \*\*Professional Challenges\*\*: [Industry-specific pain points]

### Goals and Motivations

* \*\*Primary Objectives\*\*: [What they're trying to achieve]
* \*\*Success Metrics\*\*: [How they measure success]
* \*\*Career Aspirations\*\*: [Professional growth and development goals]
* \*\*Business Impact\*\*: [Contribution to organisational success]

### Pain Points and Challenges

* \*\*Operational Issues\*\*: [Day-to-day frustrations and obstacles]
* \*\*Resource Constraints\*\*: [Budget, time, and staffing limitations]
* \*\*Knowledge Gaps\*\*: [Areas where they need education or support]
* \*\*Decision Complexity\*\*: [Factors that complicate their choices]

### Information Consumption Habits

* \*\*Preferred Channels\*\*: [Where they go for information]
* \*\*Content Formats\*\*: [Preferred content types and presentation]
* \*\*Research Behaviour\*\*: [How they evaluate options and make decisions]
* \*\*Trust Sources\*\*: [Credible information sources and influencers]

### Digital Behaviour

* \*\*Device Usage\*\*: [Desktop, mobile, tablet preferences]
* \*\*Online Activity\*\*: [Websites visited, social media usage]
* \*\*Search Behaviour\*\*: [How they search for solutions]
* \*\*Content Engagement\*\*: [What content they share and interact with]

### Quote

\*"[Representative quote that captures their mindset and challenges]"\*

### How We Help

* \*\*Solution Alignment\*\*: [How our services address their specific needs]
* \*\*Value Proposition\*\*: [Unique benefits we provide to this persona]
* \*\*Content Strategy\*\*: [Content types and topics that resonate]
* \*\*Engagement Approach\*\*: [Best methods to reach and communicate with them]

## Secondary Persona: The Research-Oriented Stakeholder

### Demographics

* \*\*Age Range\*\*: [Different from primary persona]
* \*\*Professional Role\*\*: [Supporting or influencing role]
* \*\*Decision Influence\*\*: [Level of input in decision-making process]

### Characteristics

* \*\*Research Approach\*\*: [How they gather and evaluate information]
* \*\*Information Needs\*\*: [Specific details and evidence they require]
* \*\*Communication Preferences\*\*: [How they like to receive information]
* \*\*Influencing Factors\*\*: [What persuades them to recommend solutions]

### Content Preferences

* \*\*Detailed Documentation\*\*: [In-depth information and technical details]
* \*\*Comparative Analysis\*\*: [Side-by-side evaluations and benchmarking]
* \*\*Case Studies\*\*: [Real-world examples and success stories]
* \*\*Expert Validation\*\*: [Third-party endorsements and credentials]

## Tertiary Persona: The Budget-Conscious Evaluator

### Profile

* \*\*Role in Decision Process\*\*: [Financial or operational oversight]
* \*\*Primary Concerns\*\*: [Cost-effectiveness and ROI focus]
* \*\*Evaluation Criteria\*\*: [How they assess value and make recommendations]

### Messaging Approach

* \*\*Value Demonstration\*\*: [ROI and cost-benefit communication]
* \*\*Risk Mitigation\*\*: [Addressing concerns about investment safety]
* \*\*Comparative Value\*\*: [Positioning against alternatives]

## Persona-Driven Content Strategy

### Content Mapping by Persona

\*\*Primary Persona Content Needs\*\*:

* \*\*Awareness Stage\*\*: [Content for problem recognition and education]
* \*\*Consideration Stage\*\*: [Solution evaluation and comparison content]
* \*\*Decision Stage\*\*: [Final decision support and vendor selection]

\*\*Secondary Persona Content Needs\*\*:

* \*\*Technical Details\*\*: [In-depth specifications and methodology]
* \*\*Proof Points\*\*: [Evidence, testimonials, and validation]
* \*\*Implementation Guidance\*\*: [Process documentation and support]

### Messaging Framework

\*\*Primary Messaging for Decision Makers\*\*:

* \*\*Efficiency Focus\*\*: [Time and resource optimisation]
* \*\*Results Orientation\*\*: [Outcome achievement and success metrics]
* \*\*Professional Credibility\*\*: [Authority and expertise demonstration]

\*\*Supporting Messaging for Stakeholders\*\*:

* \*\*Detailed Evidence\*\*: [Comprehensive information and documentation]
* \*\*Risk Management\*\*: [Safety and security considerations]
* \*\*Implementation Support\*\*: [Ongoing assistance and guidance]

## User Journey Mapping

### Awareness Stage Journey

* \*\*Trigger Events\*\*: [What causes them to recognise a need]
* \*\*Information Sources\*\*: [Where they go for initial research]
* \*\*Content Consumption\*\*: [What content they consume and when]
* \*\*Key Questions\*\*: [Primary concerns and information needs]

### Consideration Stage Journey

* \*\*Evaluation Process\*\*: [How they compare and assess options]
* \*\*Decision Criteria\*\*: [Factors that influence their choice]
* \*\*Information Requirements\*\*: [Detailed information and proof needed]
* \*\*Stakeholder Involvement\*\*: [Who else is involved in the process]

### Decision Stage Journey

* \*\*Final Evaluation\*\*: [Last steps before making a commitment]
* \*\*Approval Process\*\*: [Internal processes and sign-offs required]
* \*\*Implementation Concerns\*\*: [Questions about getting started]
* \*\*Ongoing Relationship\*\*: [Expectations for ongoing support and service]

## Implementation Guidelines

### Content Creation Priorities

1. \*\*Address Primary Persona First\*\*: [Focus on most important audience segment]

2. \*\*Secondary Persona Support\*\*: [Supporting content for influencers]

3. \*\*Journey Stage Alignment\*\*: [Content matched to decision process]

4. \*\*Multi-Format Approach\*\*: [Various content types for different preferences]

### Messaging Consistency

* \*\*Voice and Tone\*\*: [Communication style for each persona]
* \*\*Value Proposition\*\*: [Core benefits emphasised for each audience]
* \*\*Proof Points\*\*: [Evidence and validation most relevant to each persona]

### Performance Measurement

* \*\*Engagement Metrics\*\*: [How to measure persona-specific content performance]
* \*\*Conversion Tracking\*\*: [Persona-based conversion and goal measurement]
* \*\*Feedback Collection\*\*: [Methods for gathering persona-specific insights]

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\*Audience Personas completed: 30 September 2025\*

\*Client: Luna Digital\*

\*Strategic foundation for targeted content and marketing optimisation\*