# 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*