

EduReach Audience Persona Deck

Persona 1: Ravi (Rural Youth)

Age: 18

Goals: Learn job-ready skills

Challenges: Poor internet, less awareness

Platform Preference: WhatsApp, YouTube

Suggested CTA: Enroll Now

Persona 2: Priya (Career Switcher)

Age: 28

Goals: Get certified fast

Challenges: Time constraint, fear of switching

Platform Preference: LinkedIn, Email

Suggested CTA: Upgrade Now

Persona 3: Deepak (College Admin)

Age: 35

Goals: Partner with credible certification programs

Challenges: Trust and institutional alignment

Platform Preference: Email, Website

Suggested CTA: Partner With Us

Persona 4: Anjali (Working Professional)

Age: 30

Goals: Add certifications to boost resume

Challenges: Balancing job and study

Platform Preference: LinkedIn

Suggested CTA: Get Certified