



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Color
Theory and
Psychology

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Motion
graphics
and
animation

Image
editing and
manipulation

Social
media
graphics

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or small



Persona's name
Short summary of
the persona

A social media
compain is when a
brand leverages
digital platforms to
assist them with
their marketings
goals.

It cn be run on
any plateform
that has a social
networking
elements.

This powerful
multimedia
campaign
addressed the
gender pay gap
that exists in the
workforce.

A social media
campaign can be
used to reach
many defferents
bessiness goals.

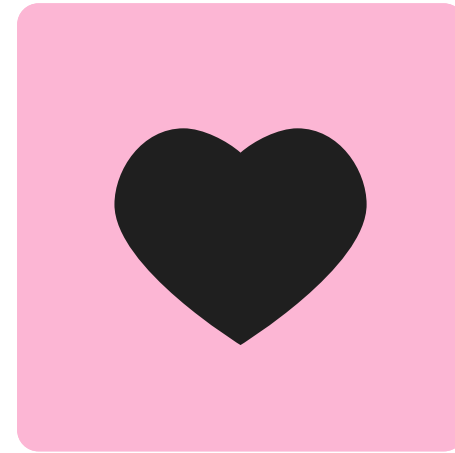
tiktok is relativity
new avenue for
social media
marketing.

It:s clever
campaign
because it serves
a number of
different
purposes.



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

See an example