



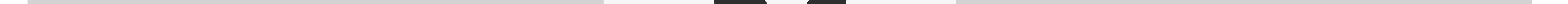
Says

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?



Persona's name

Short summary of the persona

collections of data that provide marketers with valuable information on the wants and needs of the brand's target demographic.

the ability to meet the wants of your target audience based on their spending habits and attitudes.

marketing insights give the data and information to make informed decisions.

provide a business with the opportunity to better personalize and tailor products to the needs, wants, and demands of their customer.

there are four key types of market segmentation which include demographic, geographic, psychographic and behavioral segmentations.

there are three components in market segmentation which are homogeneity, distinction, reation.

Assisting in overseeing the operations of the department.

organizing and attend marketing activities or events to raise brand awareness.

unrealisti deadline are met at the expense of quality and effectiveness.

they were Preparing marketing material content for publishing and ensure proper distribution.

Consumer behaviour is greatly influenced by psychological social and economic factors.

facilitate impulse purchases because consumers are primed to take actions.



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?