



Says

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

Through digital marketing we can increase the economy.

Through promote education about marketing.

Keep experimenting with new marketing techniques.



Thinks

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

The persistent selling pressure from foriegn investors in the local markets.

In steel section markret the growing emphasis on sustainablity creates opportunities for compsnies.

In textile industry Government has launched the production linked Incentive (PLI) scheme with an approved outlay of INR 10,683 Crore to promote production .



Persona's name

Short summary of the persona

Build a long term marketing plan to improve marketing and jobs for unemployed.

Hire a statergic analyst to make us know about new tricks in marketing.

Establish a cross department workflow and key marketing metrics

Improving the marketing by asking feedbacks to the customers.

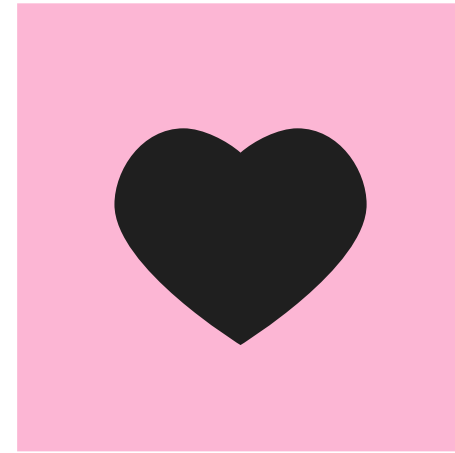
Providing good quality products to the buyers and they should be satisfied.

prioritize content developement and the products should be available to the customers in the affordable price



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?