



PERSONA NAME

QUOTE

AGE

LOCATION

INDUSTRY

PRIMARY LANGUAGE(S)

WHEN THEY ARE ONLINE

INTERESTS

AFFINITIES

GOALS



FRUSTRATIONS



BRANDS THEY LOVE

INFLUENCERS THEY FOLLOW

PLATFORMS THEY USE



# How to Fill in the Template

Use this template to build a complete picture of who your ideal customers are. Understand their interests, what they want, why, and how you can provide that value.

In the age of digital, data is core to defining your buyer personas. Find out who your customers actually are – connect your digital data in one place.



## PERSONA NAME

Use a short title that sticks.



## ABOUT THEM

Summarize the circumstances that have led them to consider your brand. What's their buyer's journey like and in which stage of the journey are they now?



## INTERESTS

What is your persona interested in? Do they track sports, follow politics, keep up with celebrities? Find out. Personalize your content and targeting to streamline your ad costs.



## AFFINITIES

Which social media pages does your persona like? Find out by connecting your digital data sources in one place. Gather the content intelligence data you need, and position yourself to better attract their attention.



## QUOTE

Capture their personality in one sentence. What's their tone of voice like?



## INDUSTRY

Where do they work? Your ad costs will differ from one industry to the next.



## DEMOGRAPHICS

This information is key to your targeting decisions. Use metrics like age, gender, and language when setting up campaigns. Take into account location to define your budget from one market to the next.



## ABOUT THEM

When should you post to maximize your visibility?



## INTERESTS

What is your persona trying to achieve and what stands in the way of it? How can your business provide a solution?



## AFFINITIES

What brands are they loyal to? Find out.



## QUOTE

Find out who influences their decisions. Partner up with them to reach your target personas.



## INDUSTRY

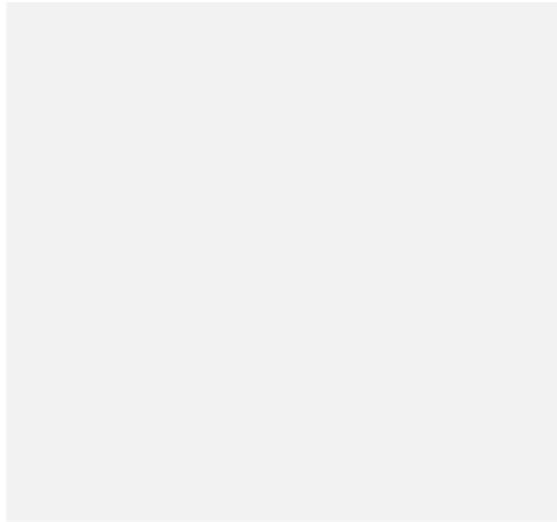
Where do they spend the most time on social?

# Most Engaging Content for

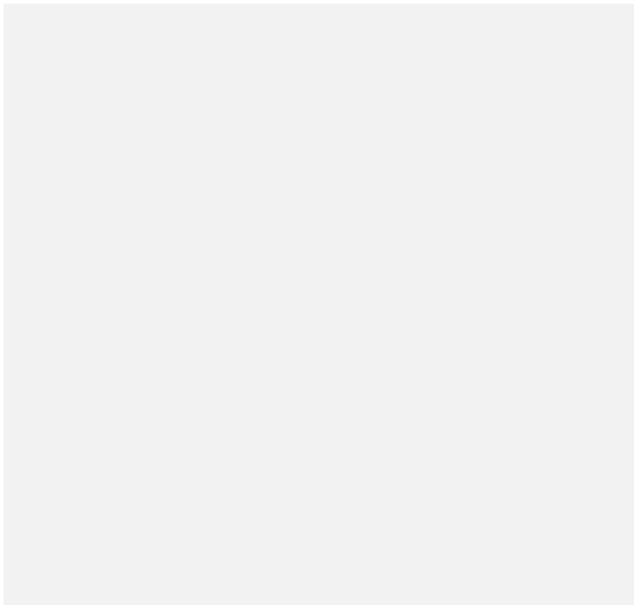
Examples of posts that the buyer persona is most likely to engage with across social media platforms.

**NZIE**  
ON DEMAND

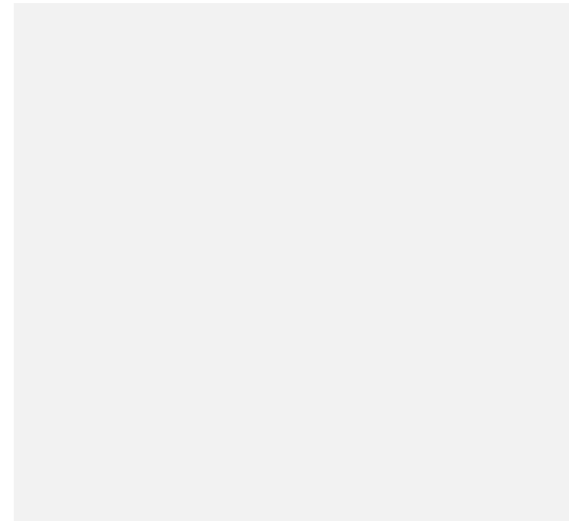
EXAMPLE 1



EXAMPLE 2



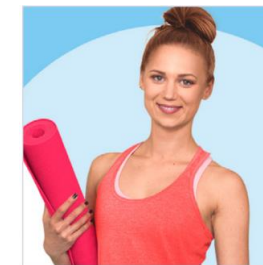
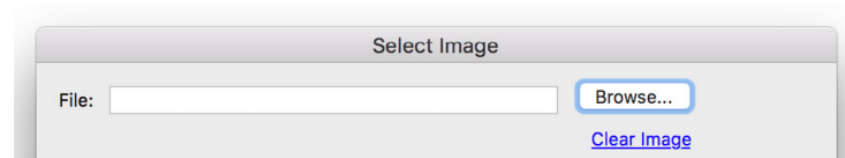
EXAMPLE 3



# How to Use Your Buyer Persona Template

To edit this PDF template, we suggest using Adobe Acrobat as other PDF viewing applications may corrupt the text field format.

- 1.) Fill in the template with your buyer persona information.
- 2.) Click the avatar image box to upload a photo (JPEG or PNG) that you've chosen to represent your buyer persona.



- 3.) To add images to the Content Inspiration slide, click an image box and choose a file to upload (same process as Step 2).
- 4.) Export your template as JPEG in Adobe Acrobat as shown: File > Export To > Image > JPEG

Your template is now saved as an image file for you to use and share!