

## John Smith



AGE	27
EDUCATION	New Bulgarian Uni
STATUS	Single
OCCUPATION	Marketing Manager
LOCATION	Bulgaria
TECH LITERATE	High

“ I am used to with online service and I usually do my online shopping from Instagram

### Personality

Extrovert

Thinker

### Bio

John's primary goal is to increase brand awareness for his company through various digital marketing channels. He wants to ensure that his marketing campaigns are effective and are delivering a high ROI

### Challenges

John struggles with keeping up-to-date with the latest marketing trends and technologies. He finds it difficult to analyze and interpret complex data, which makes it hard for him to optimize his marketing campaigns effectively

### Motivations

John is motivated by the challenge of delivering successful marketing campaigns and increasing brand awareness for his company. He is passionate about his job and enjoys collaborating with his team to achieve their goals

### Brands

facebook

YouTube



### Payment medium



Cash/Cheque



Digital Payment

### Platform



Website



Mobile App