



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?

Re marketing
campaigns

Compelling
ad copy

Product
listing ads

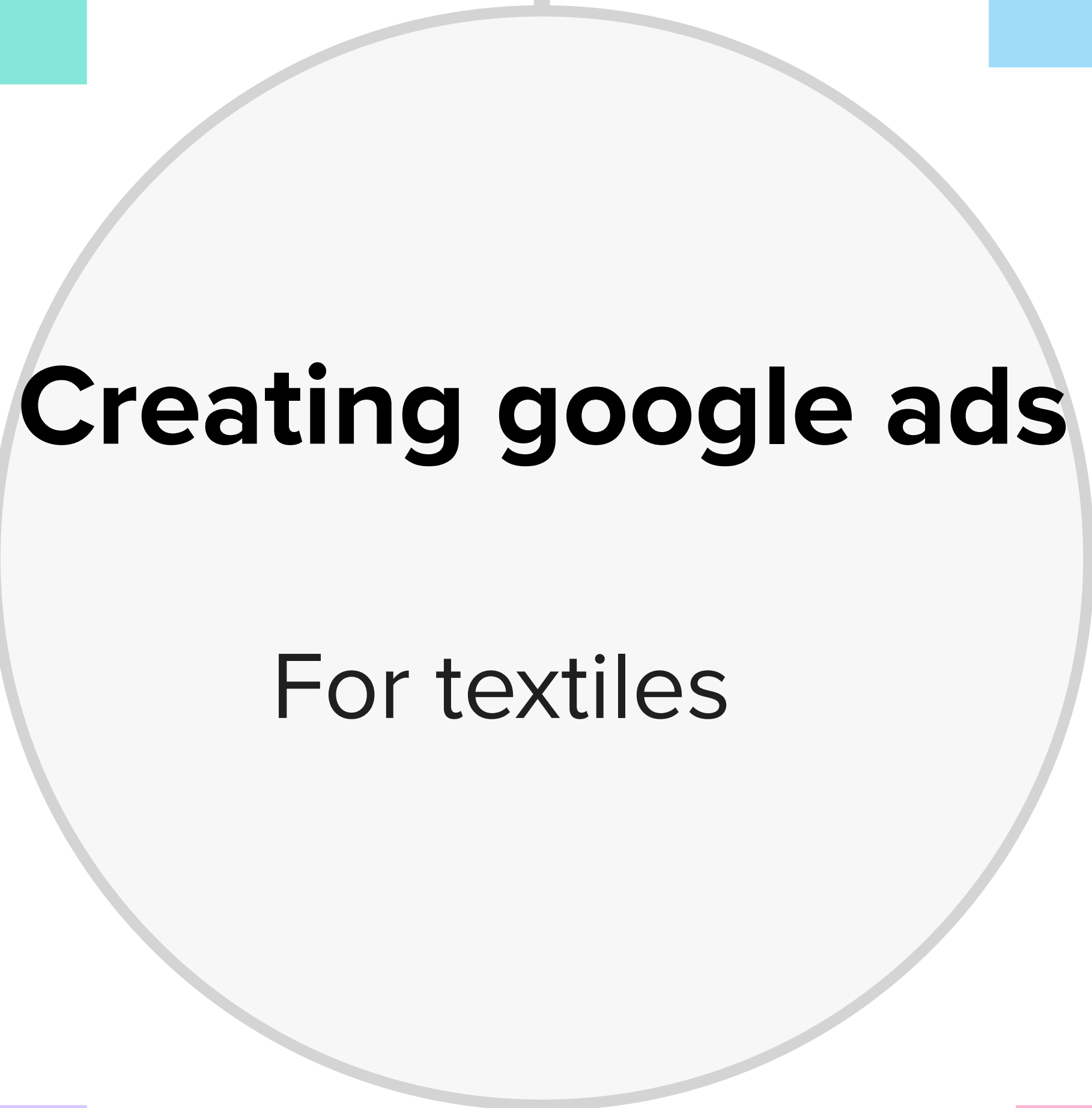
Targeted
landing
pages

Local
targeting

Negative
keywords

Track and
optimize

Advertise
seasonal
collection



Ad extension

Ad schedule

Keyword
research

Mobile
optimization

A/B Testing

Advertise on
social media

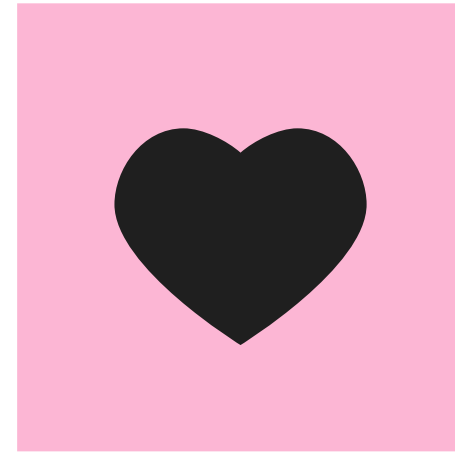
High-quality
imagery

Customer
reviews and
testimonials



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?