Persona: Lifestyle Vlogger

Demographics

* Millennial/Gen Z
* Gender neutral
* College or high school educated

Habits

* Avid social media user
* Makes tutorials, lots of DIY
* Follows people with similar lifestyle interests
* Follows other brands and reviews
* Has tracker apps
* Dresses up and puts effort into appearance

Needs

* To know what’s trending
* What followers are into
* Topics to follow