

Sample Buyer Persona:

Marketing Kelvin

BACKGROUND:

- Manages clients Digital Marketing, Front-End Website,Development and Bookkeeping projects
- Married with two children
- Have owned and operated several small business
- Well versed in several scripting and programing languages (Javascript,Python,etc),
- Running social media campaigns(Facebook,Twitter,Instagram,etc)

IDENTIFIERS:

- Achiever
- Great Interpersonal and analytical skills.
- Determined individual and natural leader
- Can easily translate technical information an easy to follow way for non technical people
- Modest

GOALS:

- Increase client base
- Expand into additional areas of revenue
- Develop and foster additional career and personal relationships
- Helps client to reach various objectives while better managing cost

CHALLENGES:

- Generating large volume of sales leads daily
- Managing brand communications
- Seek new was of streamlining processes and increasing productivity

DEMOGRAPHICS:

- Late 40s
- Income 75k+

SPENDS ONLINE TIME ON:

- HubSpot
- SEMRush
- Facebook
- Twitter
- Instagram

FAVORITE BRANDS:

- APPLE
- RL POLO
- Nissan
- Nike

FAVORITE WEBSITES:

- Nytimes
- BBC
- Stackexchange
- GitHub

FAVORITE TECH:

- iPhone
- Macbook Pro
- Ipad Pro

INTEREST:

- Reading
- Learning more web development skills
- Watching movies(Sci-fi)