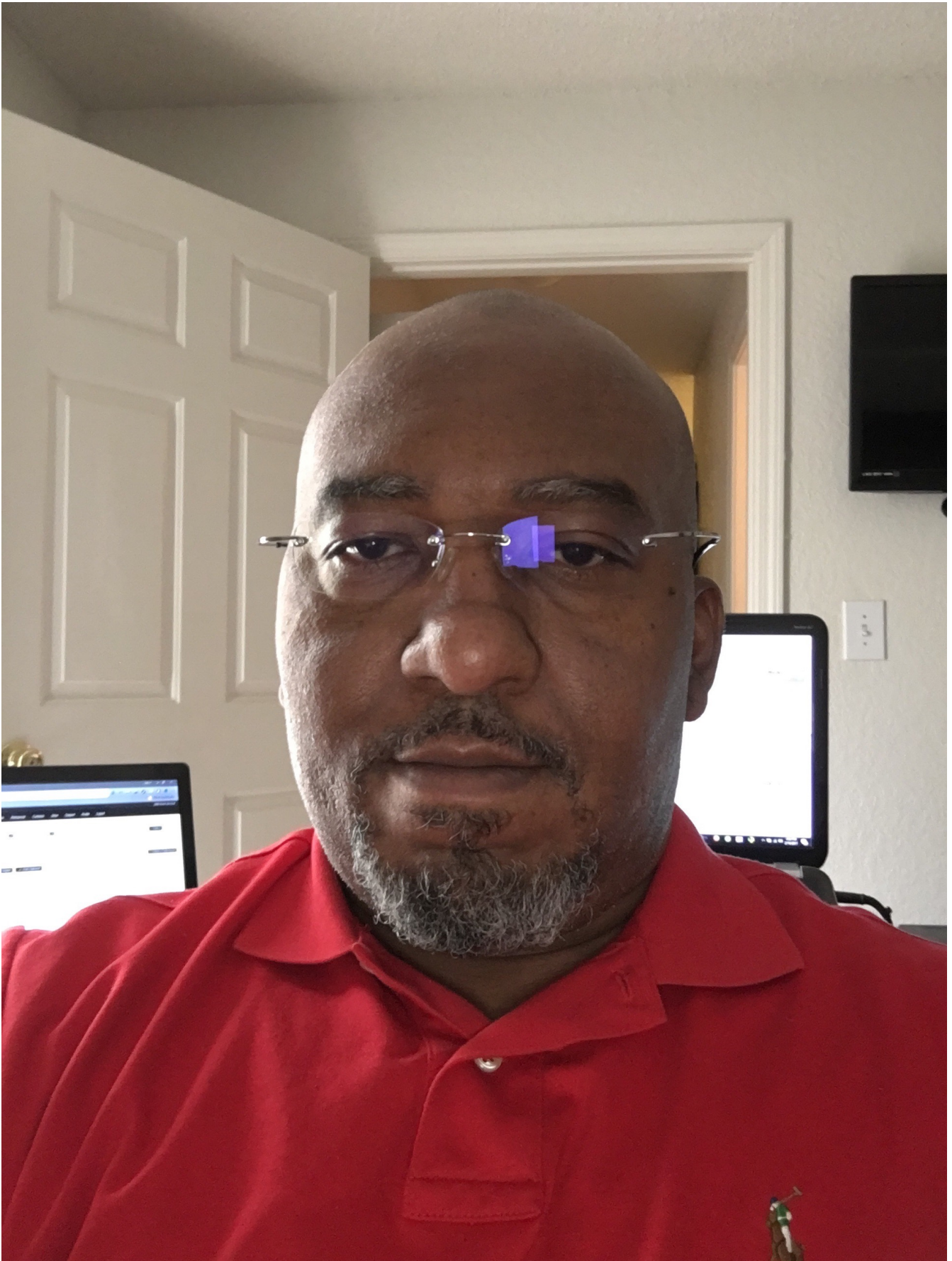


# Sample Buyer Persona:

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Marketing Kelvin

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**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 programming 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)