

Customer Persona

- Fictional character that defines your target customer
- Informs marketing strategy

Add a Picture
and Name
Your Persona



Demographics	Psychographics	Industry-Specific Preferences	Shopping Behaviors
<ul style="list-style-type: none">· Age· Gender· Education· Marital Status· Occupation· Household Income· # Children at Home· # Grandchildren· Rent or Own Home	<ul style="list-style-type: none">· Goals and Challenges· Busiest Part of Day· Best Time to Relax· When They Shop· What Keeps Them up at Night	<ul style="list-style-type: none">· Primary Pain Point· How Product/Service is Used· Customer Service Expectations	<ul style="list-style-type: none">· Favorite Social Media Platform· Favorite Shopping Experience· How Do They Learn About Products/Services Before Purchasing· Relative Importance of Price-Quality-Availability· Do They Look at Online Reviews

Sample Persona

Maintenance Morris



Personal Background

- Age: 50-60
- Married with 2 grown kids, grandkids
- Education: High school

Role: Maintenance Manager

- Job measured: continue operations with least amount of cost
- Skills required: Mechanical common sense
- Reports to: Operations Manager
- Manages: Maintenance personnel

Company information

- Industry: Distribution, Manufacturing, 3PL
- Yearly Revenue: \$5M
- Employees: 25

Goals and Challenges

- Success means: a raise
- Values most: Family, church, fishing, respect from boss(es), job security
- Biggest challenges: Old equipment, inexperienced staff
- Biggest objections: Appearance of product

Shopping and Industry News Preferences

- Preferred communication: In person
- Use internet for buying research: Little
- Gets updated industry news: Word of mouth
- Industry publications: Trade magazines
- Industry associations: None
- Social networking sites: None

Persona Name:

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