

Marketing Segmentation Personas

What are personas?

A marketing persona is a composite sketch of a key segment of your target audience. When you can put a name and background to people, you can hopefully meet their needs even better.

How many personas?

Three to five – big enough to cover the majority of your target audience, but small enough to still be specific.

Your Persona Questions:

You can then use the questions below build a marketing message and then push out Facebook advertisements of your services to people that match these descriptions.

Persona name:

Demographics

- Gender:
- Family:
- Salary/household income:
- Location:
- Type of house:

Interests

- What social media pages do they follow?
- What events do they attend?

Goals/Challenges

- Primary goal/challenge:
- Secondary goal/challenge:

How can we help?

- How can we help solve their unique goals/challenges?
- What objections might they have to our products/ services?
- How can we overcome these objections?

