**Target Audience / Persona Profile**



**Persona Name:**

*A persona is a detailed description of your ideal customer and helps focus your marketing strategy and communications.*

|  |  |
| --- | --- |
| **What are their challenges/issues/needs?** | **Your Solutions/Key messages:** |
| 1. X 2. X 3. X 4. X 5. X | 1. X 2. X 3. X 4. X 5. X |
| **Your Goals and Desired Actions for Persona** | **Required tactics, content and functionality** |
| 1. X 2. X 3. X   **How would your persona describe themselves?**  Answer Here  **What experience are they looking for when seeking out your products  or services?** Answer Here | (Completed by FSE Marketing Services) |
| **What is your persona’s job/role and level of seniority?**  Answer Here  **What does your persona value most? What are they trying to accomplish, achieve, or are working towards?** Answer Here  **What is their demographic information? Age range? Income range? Education level?**  Answer Here  **What are common objections to your products or services?**  Answer Here | **What does a day in their life look like?**  Answer Here  **Where do they go for information?** **Where do they spend their time online?** Answer Here  **What are some of the keyword phrases they would use in Google to find solutions to their problems?**  Answer here  **What’s the best way to communicate with this persona**?  Answer Here |

**Positioning Questions:**

(Brand Positioning is the summary of attributes that a prospect experiences when they interact with your brand)

**Why should a prospect choose you rather than a competitor? What’s in it for them?**

* X
* X
* x

**What’s the biggest issue/problem you help resolve?**

Answer Here

If you have questions or need help, please contact Jake Kaylor at [jkaylor@fseconnect.com](mailto:jkaylor@fseconnect.com?subject=Re:%20Marketing)