

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)

<p>What is your persona's job/role and level of seniority? Answer Here</p>	<p>What does a day in their life look like? Answer Here</p>
<p>What does your persona value most? What are they trying to accomplish, achieve, or are working towards? Answer Here</p>	<p>Where do they go for information? Where do they spend their time online? Answer Here</p>
<p>What is their demographic information? Age range? Income range? Education level? Answer Here</p>	<p>What are some of the keyword phrases they would use in Google to find solutions to their problems? Answer here</p>
<p>What are common objections to your products or services? Answer Here</p>	<p>What's the best way to communicate with this persona? Answer Here</p>

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