Developing Personas

WHAT IS YOUR TARGET MARKET?
WHO ARE YOU MARKETING TO?

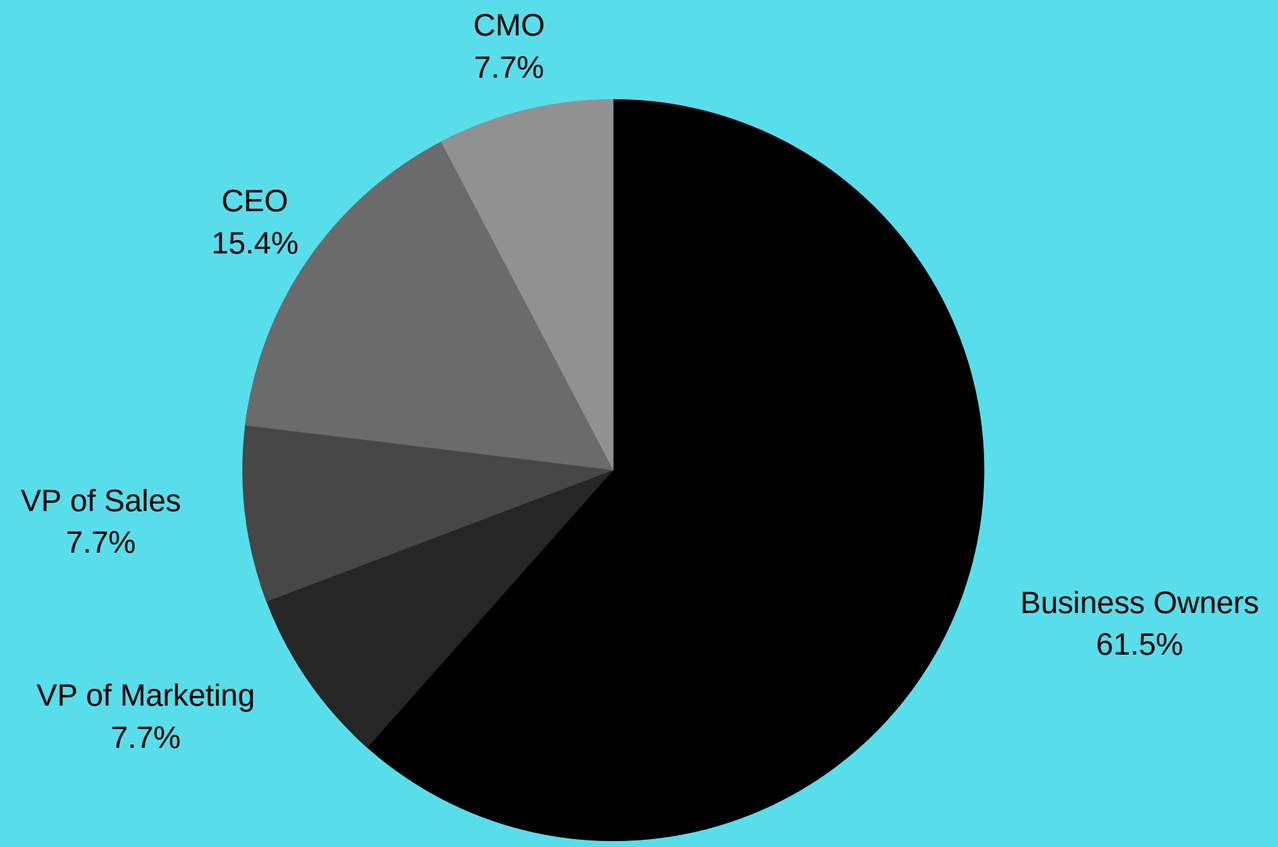
What is a Persona?

ACCORDING TO HUBSPOT

Personas are fictional, generalized characters that encompass the various needs, goals, and observed behavior patterns among your customers. Creating personas allows you to target these groups and categorize your contacts.

Why is developing a Persona Important?

SIMPLE YOU NEED TO KNOW WHAT CONTENT TO WRITE AND DEVELOP AND WHO TO TARGET WHEN MARKETING.



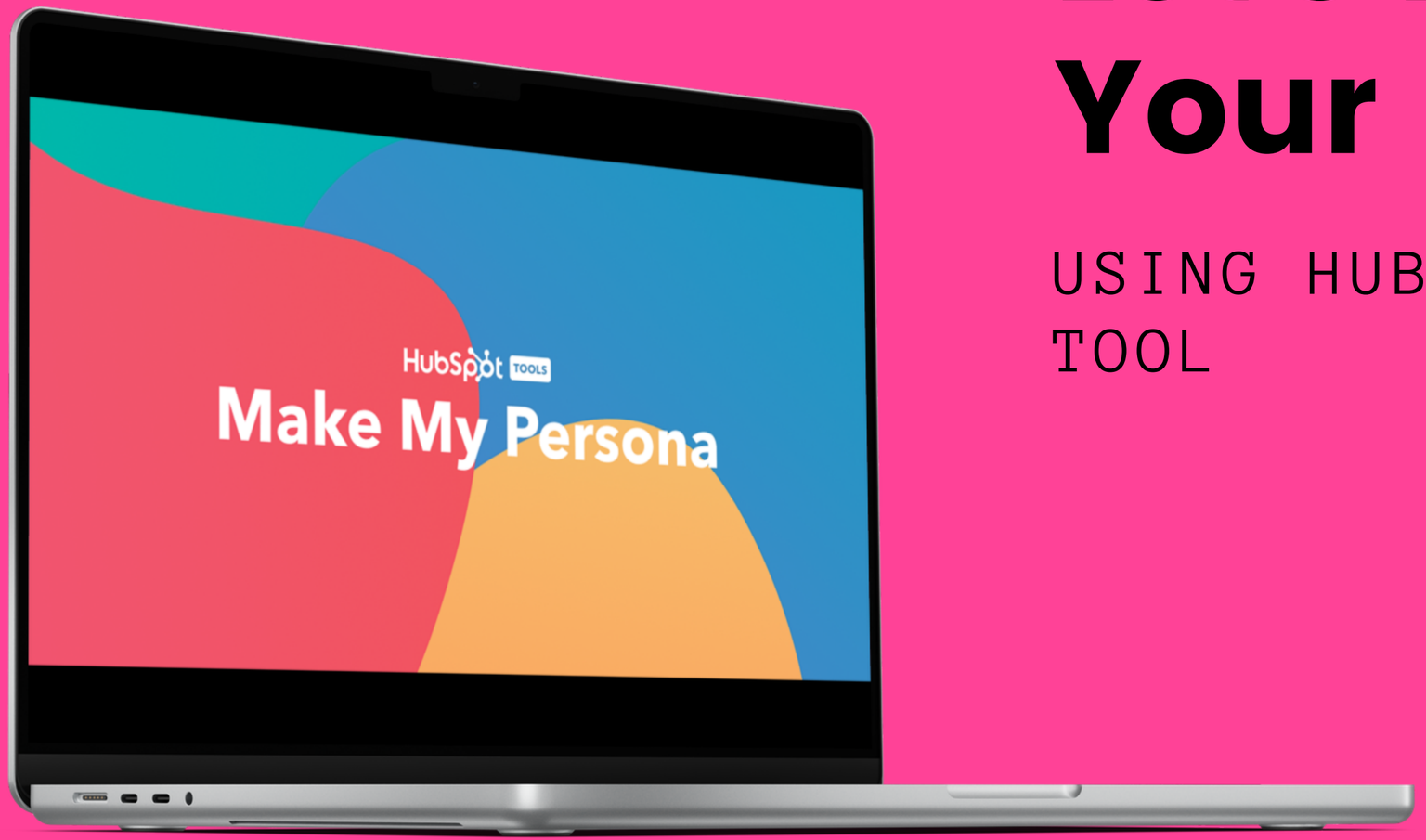
GET THE ENGAGEMENT YOU DESERVE.

The right content drives engagement. If you're going to invest in Ads make sure that the content is engaging.

Building a Persona

USING HUBSPOT PERSONA TOOL

- Persona Overview
- Pain Points
- Preferred Communication Methods
- Goals and Objectives
- They Gain Information By?
- Biggest Challenges



Let's Build Your Persona

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