KPC
Creative Communication

Persona Development
Template to identify and create your customer persona.

2019

Use this tool to flesh out a clear picture of the target customer you want to attract.

Keep only one customer type in mind and consider their attributes, preferences and habits that might help you better target them.

Imagine your target customer and build a persona for him or her based on:

Bring them to life with a name and even a [stock] photo to help you bring them to life.

Job Title:

What interests do they have?

What devices do they use?

What tools do they use or need?

Who do they report to?

Who reports to them?

What else matters or is a key attribute for your target customer?

Which industry do they work in?

What is the size of the business?

What are their responsibilities?

What are their goals?

What is their biggest challenge?

What business concerns do they have?

How do they gain new information for the job?

What associations and social networks do they belong to?

?

Add photo

Name

Now employ some data-driven analytics to test your theories and dig even deeper into their preferences:

Favourite Platforms and Channels

- Which on-line channels of communication do they prefer? (eg which social channels)

- Which off-line channels of (non industry) channels do they prefer? (eg newspapers, TV channels)

  - Which chosen channels should we employ?

  ACTION

Interests, Pain Points

- What are their interests outside of industry?

- What are they interested in?

  - What can we write about?

  - What are the trends?

  ACTION

How do they reach our website?

- Referral route (eg social media or via google search)

- Which channel is returning good results?

- Which devices are they using? Do they tend to view us from a mobile/tablet or laptop?

On-Line Behaviours

- Engagement stats (likes, shares etc) to reveal what is resonating

- Conversation rates (macro / mirco) Are our goals converting?

- Time on page, time viewing videos, content downloads, etc

A selection of tools to support data analysis:

→ Google Analytics:
- Demographics/interests info
- Engagement stats (behaviours)
- Conversation rates (against goals set)
- Event tracking

→ Google Consumer Barometer

→ Google Trends

→ YouGov Profiler (characteristics of industry users)

→ FaceBook Audiences:
- Demographic, interests, preferred media, social interests

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