

How to create marketing personas for your business



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Put simply, a persona is a fictional character that represents a significant part of your target audience. You might want one persona or a number.

Establish the questions you need to ask for your personas. These will change depending on the product or service that you offer.

Personal information might include:

- Where are they located
- What is their age?
- Are they married, single, have children?

Questions about how they engage with your product, might include:

- How are they motivated (relevant to your product or service)?
- Where do they work?
- What is their job role or job title?
- How do they prefer to use your product?
- How knowledgeable are they (relevant to your product or industry)?

Not all these questions will work for you. But some will. And others might.

This system is a simple tool to help you and your colleagues make more sense about your target audience and what factors might influence their choices and priorities.

And it can be incredibly helpful.