

## MARKETING PERSONA TEMPLATE

<b>PERSONA NAME:</b>
<b>DEMOGRAPHICS</b>
Gender
Age
Income level
Language/Cultural Background
Family (Married, Children, etc.)
Geography (ex Northeastern, Urban)
<b>EDUCATION &amp; CAREER</b>
Current Job/Title
Education Background
Career Background
<b>LIFESTYLE &amp; CHALLENGES</b>
Interests
Favorite Activities
Personal Challenges/Pain Points
Professional Challenges/Pain Points
Challenges/Pain Points
<b>PURCHASING HABITS</b>
Decision-Making Factors
Information Sources

<b>Marketing Persona Example MAYA MARKETER</b>		
	<b>DEMOGRAPHICS</b> <ul style="list-style-type: none"> <li>- 42 years old</li> <li>- Marketing Manager</li> <li>- 80K Income</li> <li>- Lives in Boston suburb</li> <li>- Single mother, 2 kids</li> </ul>	<b>EDUCATION</b> <ul style="list-style-type: none"> <li>- College Grad</li> <li>- Pursuing her MBA</li> <li>- Attends educational webinars and professional events</li> </ul>
	<b>LIFESTYLE &amp; CHALLENGES</b> <p>Maya loves writing, swimming, art, outdoor activities, and playing games with her kids. She would like more time to spend with family and pursue her education for better career opportunities. High workload requires completing work tasks at home. She would like stronger digital marketing skills. Seeking career advancement.</p>	<b>PURCHASING HABITS</b> <p>Household products to save time; personal care/health products for overall value; professional products for efficiency and to enhance creative results; buys online, at big-box stores, and boutiques.</p>