

Audience Persona Template

Persona Name

Give your persona a name (e.g., "Marketing Director Mike").

Job Title & Industry

What's their job title? What industry do they work in?

Demographics

Age: _____ | Gender: _____ | Location: _____ | Education Level: _____

Company Information

Company Size: _____ | Revenue Range: _____

Goals & Objectives

What are their top business goals? (e.g., Increase brand awareness, streamline operations).

Challenges & Pain Points

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What obstacles do they face? (e.g., Limited marketing budget, staying ahead of competitors).

Preferred Content

What types of content do they consume? (e.g., Blog posts, case studies, videos).

Social Media Habits

Platforms they use most: _____ | Type of content they engage with: _____

Buying Decision Factors

What influences their buying decisions? (e.g., Case studies, peer recommendations, pricing).

Keywords & Phrases

What are they searching for online? (e.g., "best B2B social media tools").

Customer Quotes

Add real quotes to capture their voice and concerns (Optional).
