

USER PERSONA DEVELOPMENT TEMPLATE

Define the needs, experiences, behaviours
and goals of your consumers-



USE THIS USER PERSONA DEVELOPMENT TEMPLATE TO-

- ✓ Develop a deeper understanding of consumer needs and purchase habits
- ✓ Identify negative issues and obstacles preventing growth and inhibiting consumer trust
- ✓ Define and develop more intent-driven and focused marketing campaigns tailored to specific users
- ✓ Segment your audience for more streamlined and effective split testing and landing page design + copy

WHAT IS A USER PERSONA - AND WHY IS IT IMPORTANT TO MY BUSINESS?

A User Persona is a fictional character created to represent a user type that might use your website, service or product in a similar way. These personas are the result of data compilation, user and market research-

User Personas are normally developed by grouping traits and factors such as age, occupation, location, interests, motivations, frustrations, goals, personality traits and connections.

Your audience as a whole will appreciate benefits and experience frustrations in very different ways. Establishing user personas will allow you to segment your audience- identifying groups of individuals who experience your brand in similar ways. Understanding user behavior and needs will allow you to develop and refine your products and services to align with specific needs- quickly and powerfully.

HOW TO USE THIS TEMPLATE TO DRIVE RESULTS FOR YOUR BUSINESS

The following pages contain easy to use templates that will help you develop organized and valuable user personas.

To begin, you'll need to collect all of the user data you have available for your business. Collective insights from analytic platforms like Google Analytics, Facebook Pixel, built in social media insights and Data-Trackers like JetPack for WP will all serve as a great foundation for building unique personas.

Starting a new business? Don't worry- You can still use websites like Google Trends, Answer The Public, SEMRush, Ubersuggest and popular social media platforms like Twitter to build user personas relevant to your product service or offering.

Want help researching and developing professional user personas- Reach out! We'd love to help-

After creating personas for your audience- we'll look for common benefits and frustrations that they experience. We'll also evaluate the value of each persona.

Insights collected from developing user personas will allow you to make powerful product and service adjustments that align more powerfully and realistically with consumer needs.

Further- examining similar frustrations and benefits among your users will allow you to develop more intent-driven and connecting content campaigns, blog posts, landing pages, and marketing strategies that educate users and instill them with confidence.

Understanding how your audience functions in parts and as a whole is an essential first step in developing content and campaigns that connect, evoke a response, and inspire action in your consumers.

PUT A PHOTO OF SOMEONE
THAT VISUALLY REPRESENTS
YOUR USER PERSONA HERE

“What thought would lead this user to start a search for your product/service?”

Brief Bio Summary of this user, and how your product/service would enhance their life or business - (feeling, time, value, exposure, organization, meet a goal?)

User Traits

Age: Specific or 3-5 year range

Occupation: Position/History

Married: Divorced/ Single?

Location: State, City, Zip

Interests/Goals: Now/Later

Preference: Pics/Vids/Audio?

Motivations

- * Personal Motivation
- * Professional Motivation
- * Financial Motivation

Frustrations

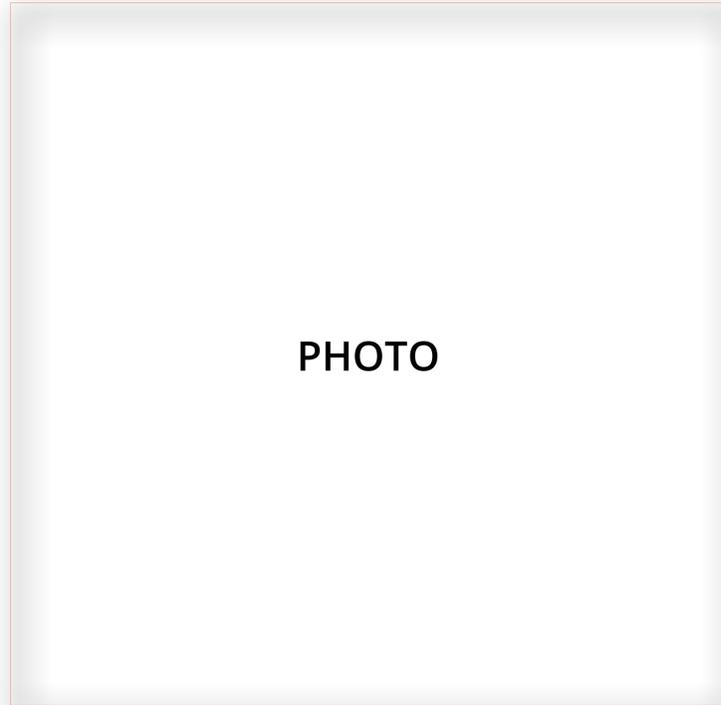
- * Life Frustrations
- * Product/Service Frustration
- * Restrictions/Restraints

Why Are We Targeting This User?

They asked specifically for our product? They meet our ideal consumer demographics? They're the ones that have been proven to buy from us the most? Competitor & Market research? No Idea?

USE THE FOLLOWING BLANK TEMPLATES TO DEVELOP SEGMENTED USER PERSONAS FOR YOUR BUSINESS

Completing the following templates will provide qualitative quantitative data that will allow you to build a comprehensive overview of the psychographic and geographic traits that unite and divide your consumers.



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Bio-

User Traits

Age:

Occupation:

Married:

Location:

Interests/Goals:

Preference:

Motivations

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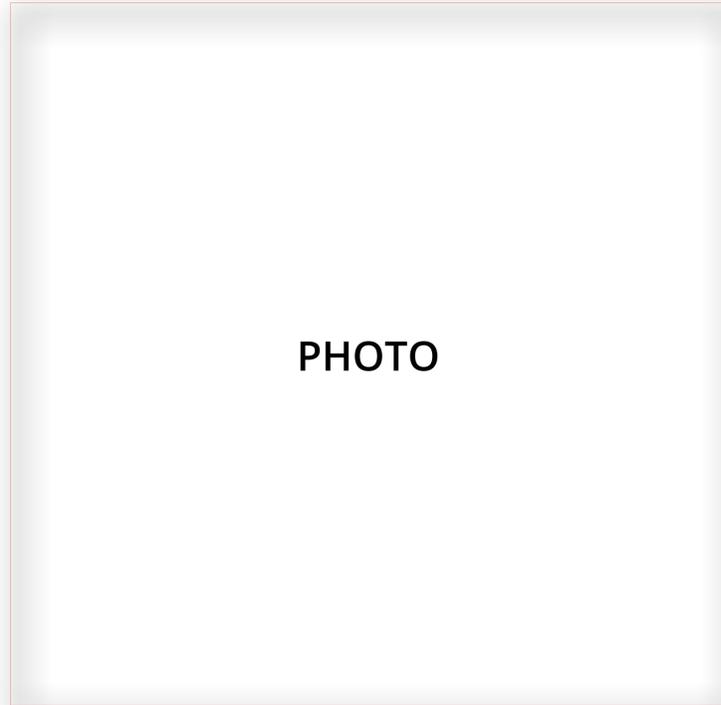
Frustrations

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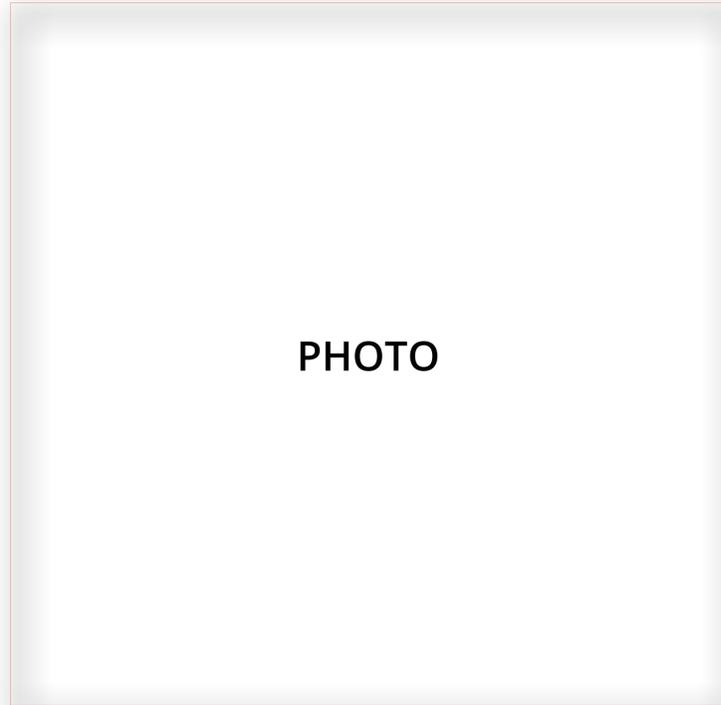
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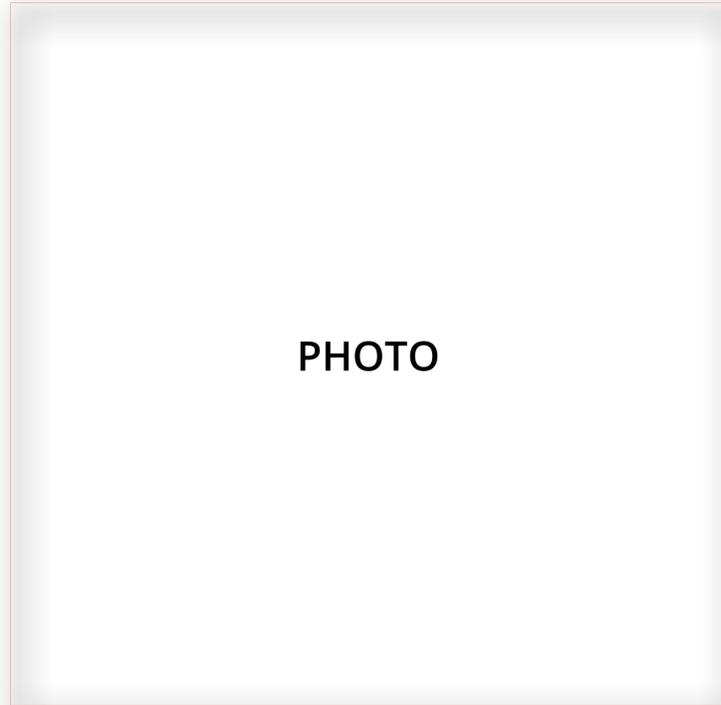
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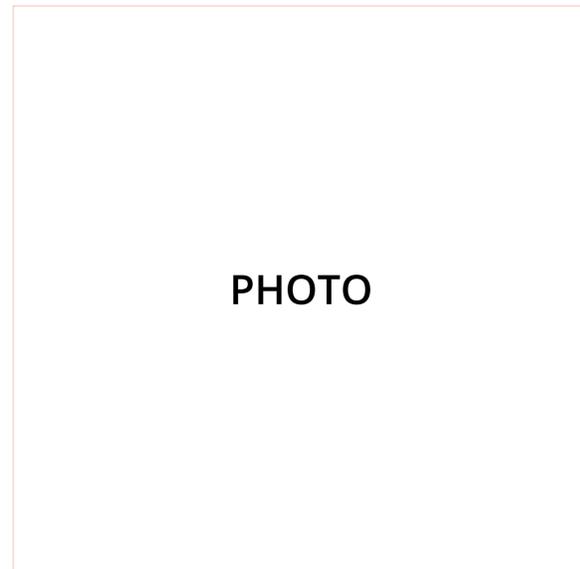
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Why Are We Targeting This User?

NOW LET'S LOOK FOR SIMILARITIES IN YOUR USERS, AND EXAMINE YOUR MARKETING APPROACH

For your convenience, we've included a quick compare, and side by side (vs) template that you can adapt to meet your specific needs. We've kept the design minimal so these templates are easy to print out and won't waste a ton of ink.

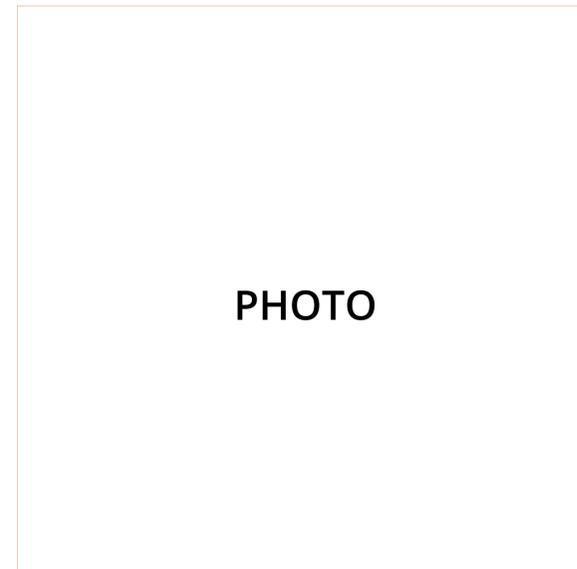
PERSONA AND MESSAGING ANALYSIS TEMPLATE



Persona:

USP | Value:

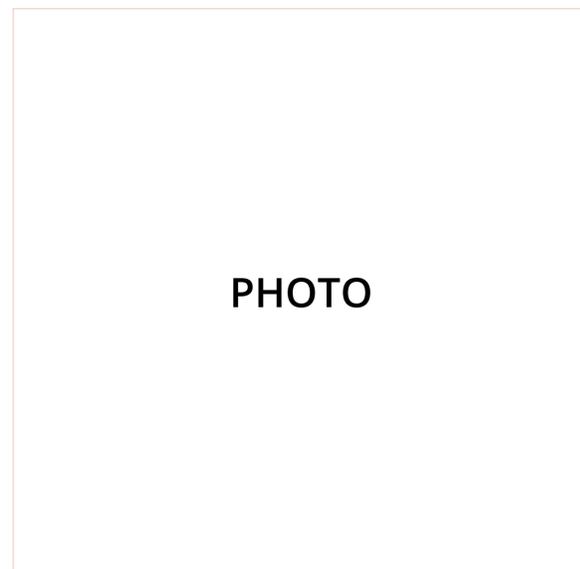
Current Unique Message:



Persona:

USP | Value:

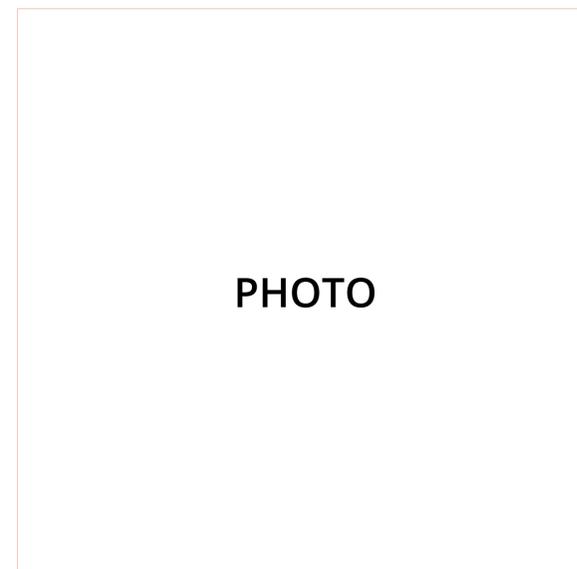
Current Unique Message:



Persona:

USP | Value:

Current Unique Message:

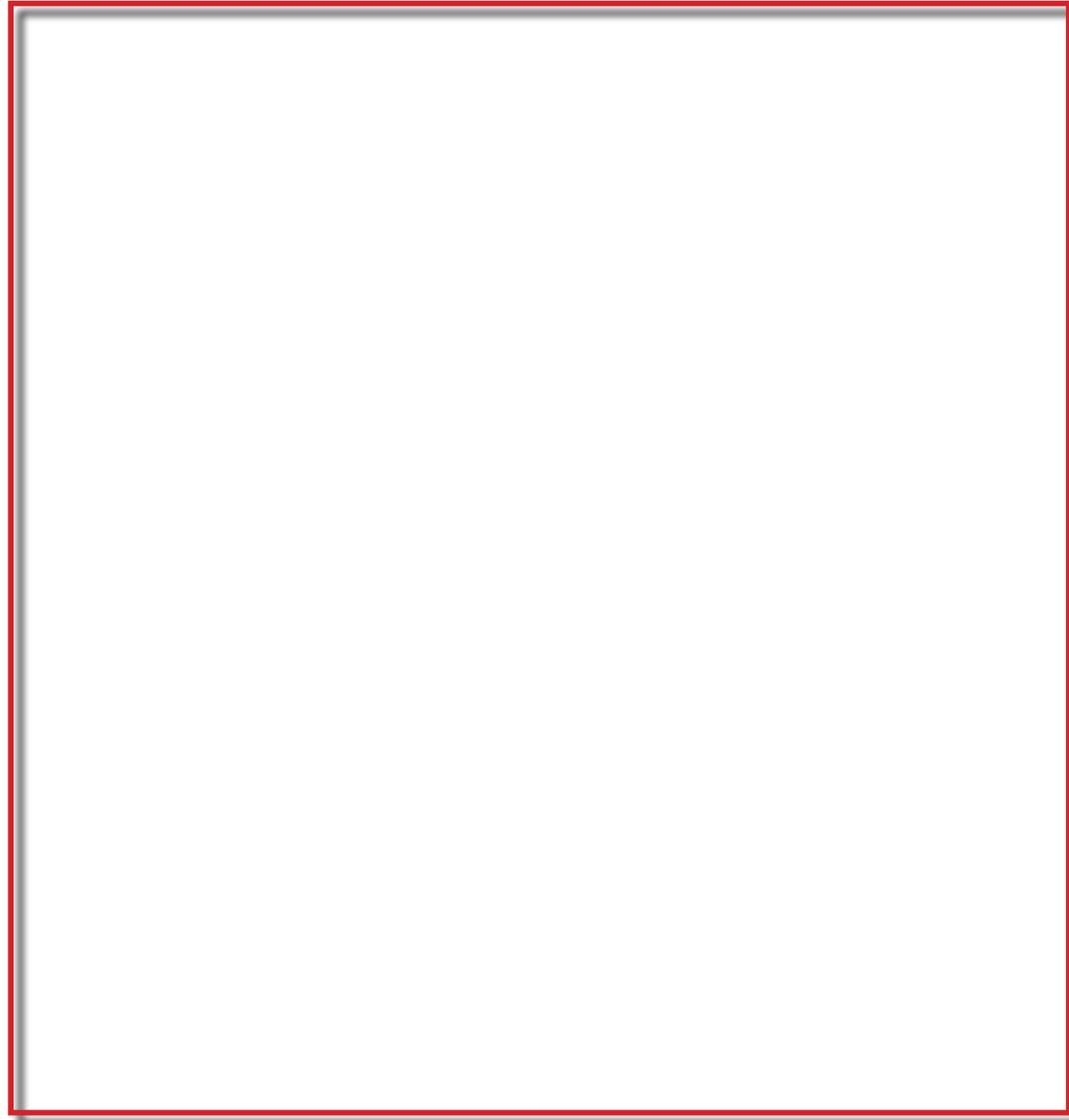


Persona:

USP | Value:

Current Unique Message:

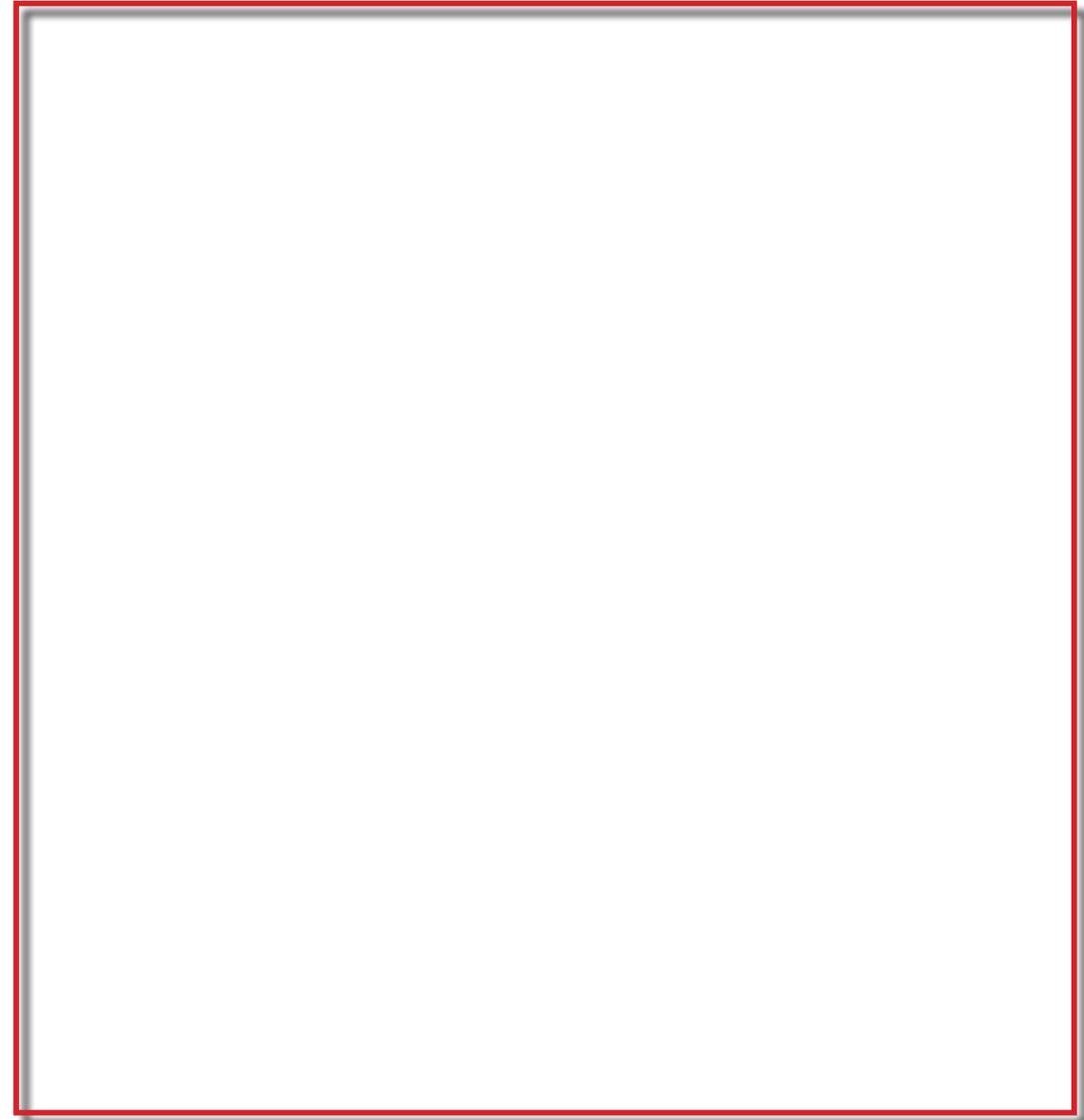
Side By Side Template



Persona:

USP | Value:

Current Unique Message:

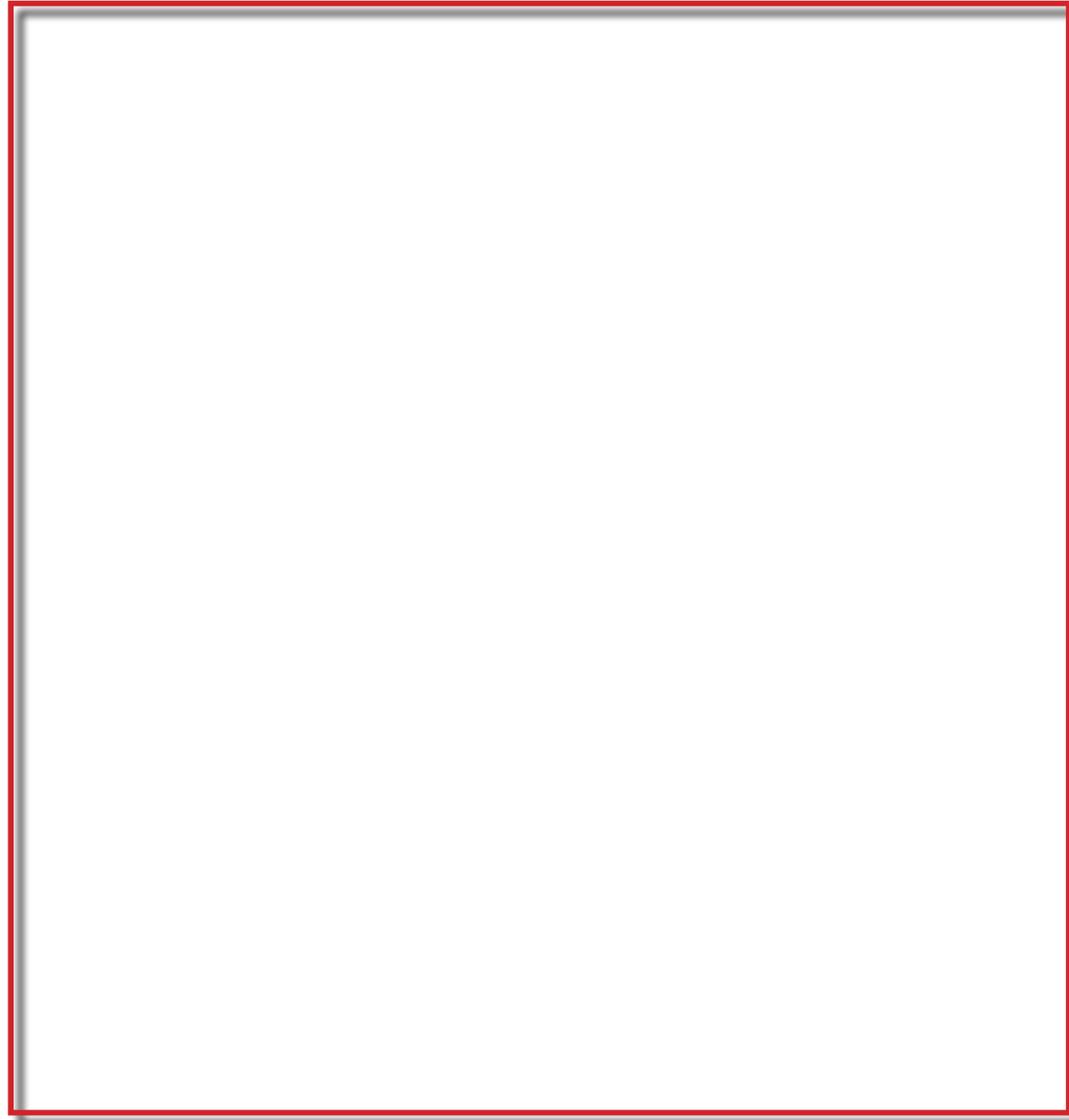


Persona:

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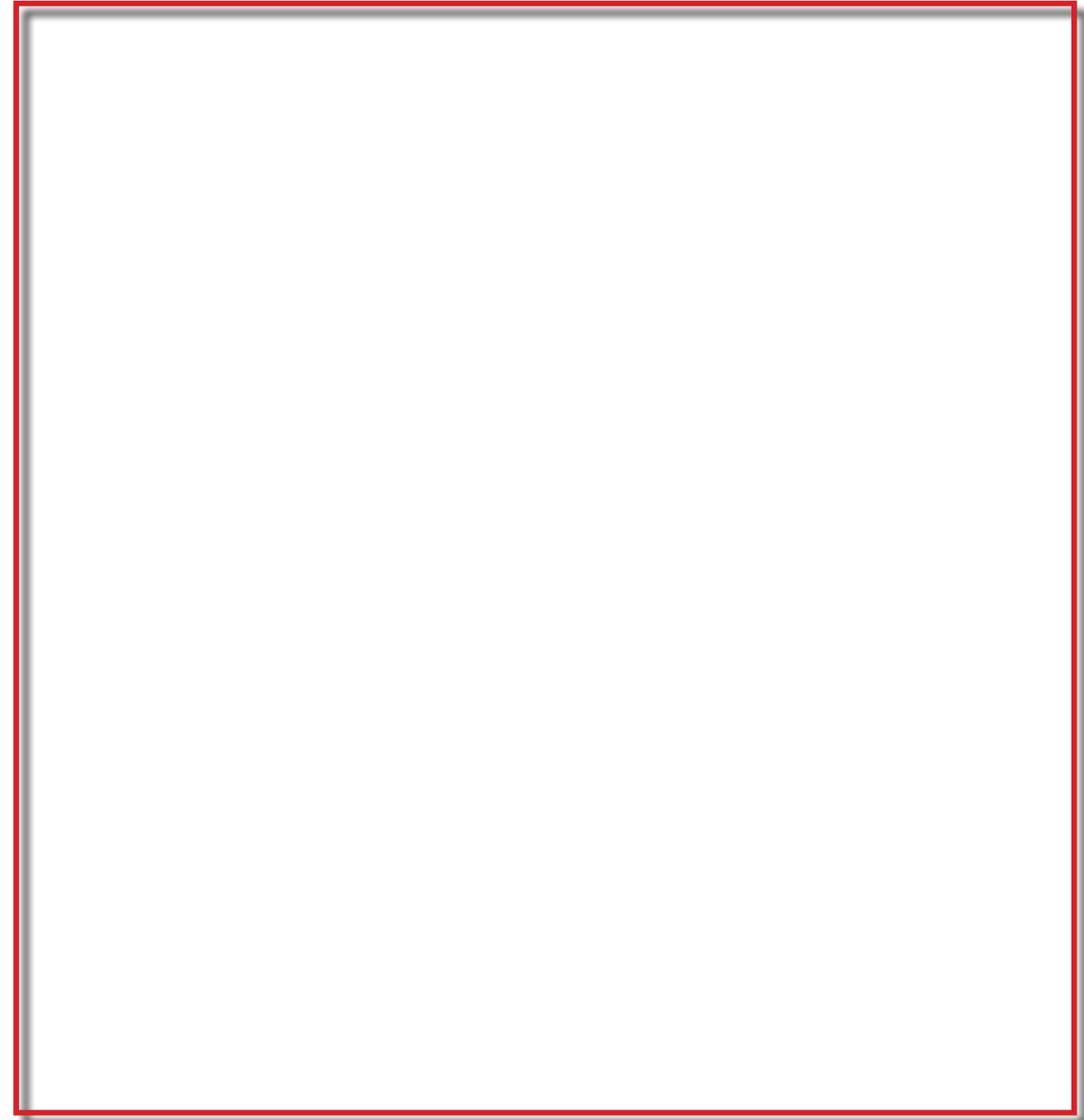
Side By Side Template



Persona:

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TAKE A FEW MOMENTS AND EXPLORE YOUR IDEAL USER IN-DEPTH

Every brand has an ideal consumer- These consumers are easily motivated, and incredibly supportive. They participate and respond to social posts. They spread the word about your products, services, and brand values. They're receptive to new products, and eager to advocate for and defend your business. It's essential that you have a deep understanding of how these users think and act.

My Perfect Customer

AGE:

LOCATION:

MARRIED/SINGLE:

INCOME:

EDUCATION LEVEL:

LOVES THESE 3 BRANDS:

USES THESE 3 APPS:

VISITS THESE 3 SITES:

VALUES & MORALS:

PERSONAL GOALS:

PROFESSIONAL GOALS:

FACES THESE PROBLEMS:

SEEKS THESE SOLUTIONS:

CONTENT PREFERENCE:

HOBBIES:

WATCHES:

EATS/DRINKS:

LISTENS TO:

DAILY ROUTINE: _____

PHOTO

3 words

that describe

this consumer

HAVING A HARD TIME FINDING THE RIGHT WORDS TO SUM UP YOUR IDEAL CONSUMER?

We know how rough it can be sometimes- That's why we've included 40 of the most popular adjectives and descriptors that we use to describe consumers while building user personas on behalf of our clients.

Hope it helps!---

Consumer Adj. Library

Academic

Carefree

Easy-going

Generous

Optmistic

Accomplished

Cautious

Energetic

Goal-Oriented

Passionate

Adventurous

Clever

Experienced

Grounded

Quirky

Alienated

Compassionate

Extroverted

Imaginative

Responsible

Ambitious

Courageous

Faithful

Inexperienced

Shy

Big-hearted

Cultured

Fearless

Kindhearted

Sophisticated

Bubbly

Dependable

Focused

Multifaceted

Thrifty

Calculating

Determined

Frivolous

Old-Fashioned

Vibrant

LET'S ANALYZE YOUR CURRENT APPROACH- IS THERE ANYTHING YOU SHOULD ADJUST?

Use the high-value questions on the following pages to analyze your current marketing approach and brand tone. After answering the questions, you should be able to tell whether your current efforts should be scaled, refined, adjusted or abandoned all together.

Who is our priority user and why are they drawn to our brand, product and service?

Do our users share the same interests, hobbies and daily routines? Or are they experiencing life in completely different ways?

Do our users share the same interests, hobbies and daily routines? Or are they experiencing life in completely different ways?

Are the frustrations experienced by our users a matter of functionality- or are they a result of demographic and psychological inhibitors?

Does our current product/service offering speak directly to any of these personas- or are we projecting a generalized and vague message in an attempt to capture our entire audience?

Have we a/b split tested landing pages, social media campaigns or content directed to a specific set of users in the last 3 months?

How much revenue is generated by our most responsive persona?
(as a %)

How much revenue is generated by our least responsive persona?
(as a %)

How large is the gap in interest and motivation (action) between our most responsive and our least persona? Can the gap be bridged through education, or will the solution require significant time and financial investment?

If I focus on designing, adapting and refining products and services to specifically meet the needs of 1-2 stronger/high-value personas- I anticipate it will have the following **POSITIVE** effect on my business-

If I focus on designing, adapting and refining products and services to specifically meet the needs of 1-2 stronger/high-value personas- I anticipate it will deter weaker personas and have the following **NEGATIVE** effect on my business-

**YOU'VE DONE AMAZING
WORK TODAY! I'M PROUD OF YOU!**

**STOP HERE FOR NOW.
REFLECT, RELAX, SLEEP-**

**WE CAN REVIEW OPTIONS AND
DISCUSS STRATEGIES TOMORROW-**

WELCOME BACK

Ready to discuss strategy? I figured you would be- Let's jump right in---



LEVERAGING USER PERSONA INSIGHTS TO DRIVE RESULTS

Now that you've developed and analyzed the different personas that make up your consumer base- it's time to leverage these insights to develop intent-driven content and marketing campaigns. The following pages are full of suggested strategies and content marketing ideas you can implement to deepen connection, increase trust, enhance brand reputation and inspire action.

PHOTO

The ideal consumer is someone who immediately understands the value and benefit of your product/service.

This personas values will align with your brand. Your product/service will integrate organically into daily life and instantly enhance it.

This persona is familiar with your market, competition, audience- and common terminology used in your industry.

PERSONA SUMMARY & FOCUS

Because this persona is familiar with our industry, they'll be most responsive to technical content, as well as content covering recent market trends and influencers.

Aware of the benefits of our product/service, and already aligned with your values and mission- this consumer is the easiest to motivate to action. Focus on incentivizing- generating excitement and deepening connection.

CONTENT DEVELOPMENT & MARKETING STRATEGY SUGGESTIONS

EDUCATED

- * Whitepapers
- * **Technical Reviews**
- * Industry News/Trends
- * Infographics
- * Comparison Articles
- * **Advanced Use Content**
- * **New Feature Teasers**
- * **Interviews**

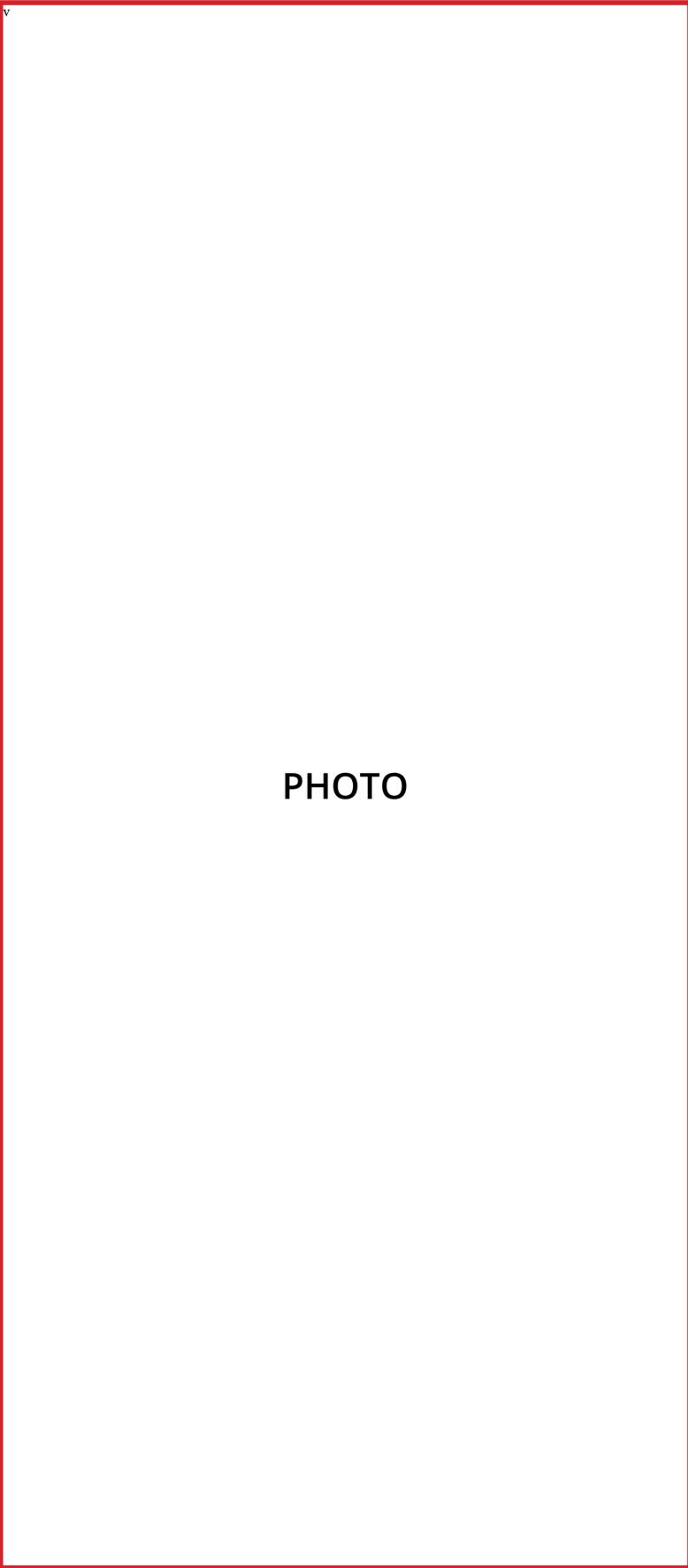
ALIGNED

- * BTS Content
- * **AMA & Lives**
- * Stories
- * **Vlog/Podcast**
- * Staff Interviews
- *What other content can you develop that establishes trust, respect and connection?

EXCITED

- *Connecting CTA's
- * **Emotive video content**
- * Incentivize through discounts, coupons promos and free trials.
- * **Focus on conveying benefits**
- * **Get listed in top 10's**
- * Leverage influencer collabs
- * Exclusive Offers

This persona prefers **video content**. So let's focus on creating a **video centered** campaign launched on **YT, IG Stories and FB Live**- that will hopefully **inspire action and allow us to convert 5% of this persona base**.



PHOTO

Summarize this personas struggles, needs, level of connection with your brand, and knowledge of your industry-

PERSONA SUMMARY & FOCUS

Summarize the type of content this consumer would be most receptive to (or the type of content they are in need of)- How difficult will it be to motivate them- and what should the main focus of a new campaign be?

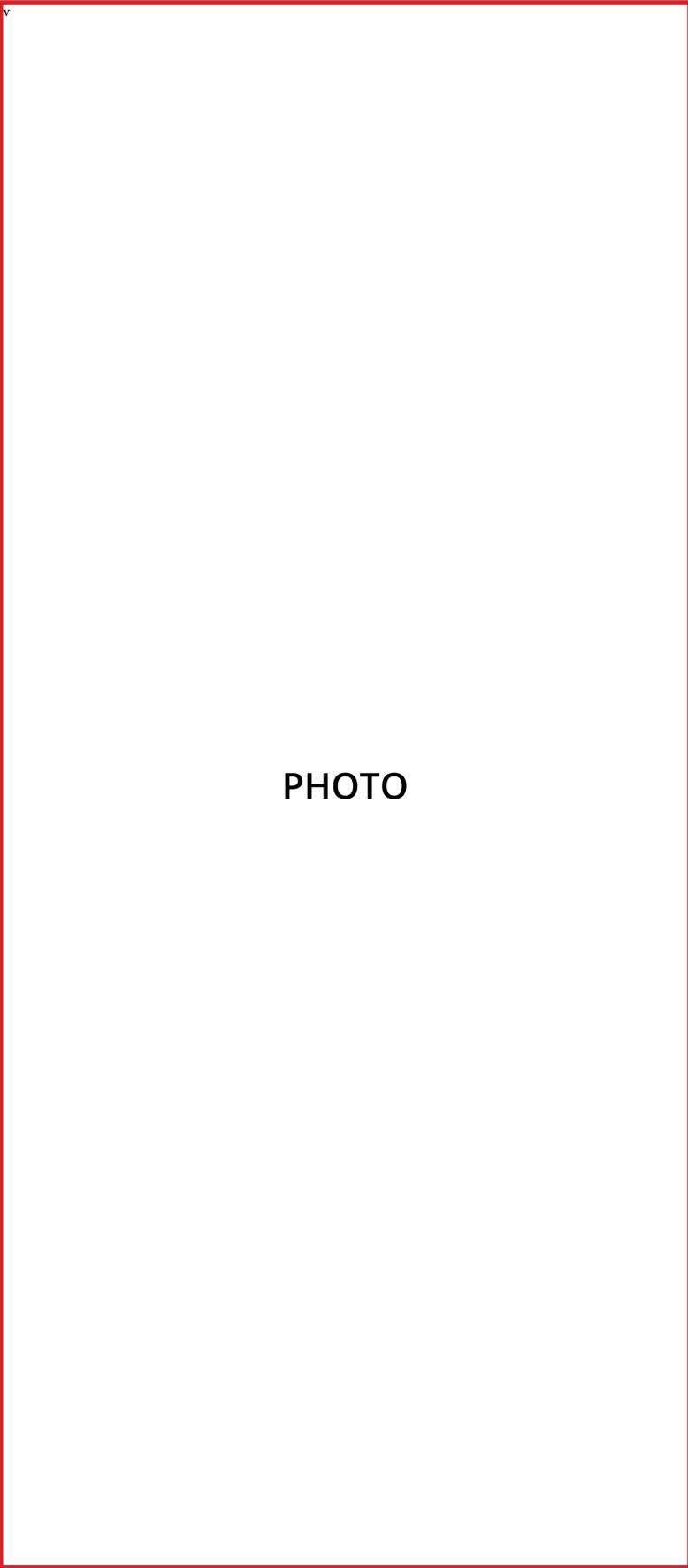
CONTENT DEVELOPMENT & MARKETING STRATEGY SUGGESTIONS

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This persona prefers _____ content- So let's focus on creating a _____ campaign launched on _____ that will hopefully _____



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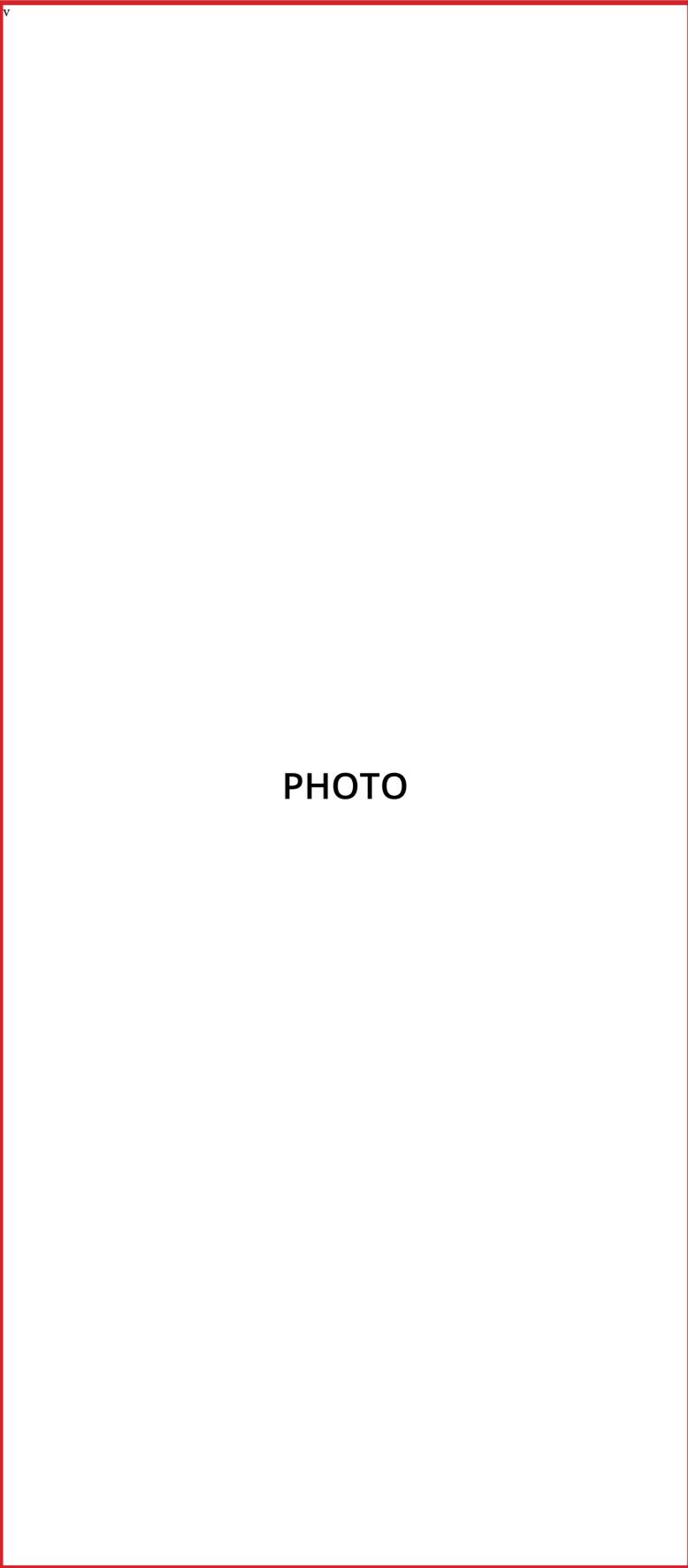
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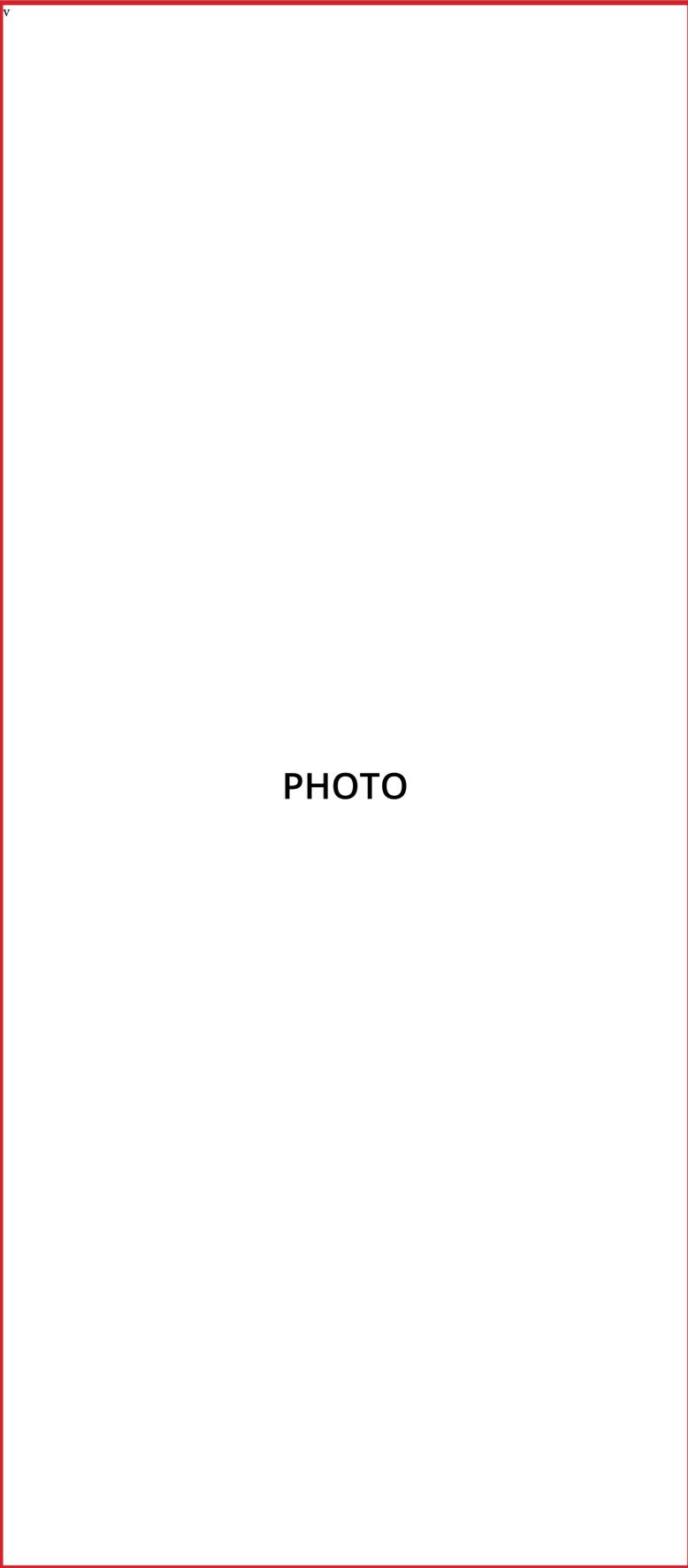
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This persona prefers _____ content- So let's focus on creating a _____ campaign
launched on _____ that will hopefully _____

CONGRATS!! YOU JUST FINISHED A PROFESSIONAL USER PERSONA DEVELOPMENT SESSION!

Now it's time to get to work on those content and marketing campaigns!

Use the insights from your user personas to create content that speaks more directly to your consumers- Focus on campaigns that attract your ideal consumer!

Test different content across different audiences. Track of the content that performs the best, analyze it, and continually adapt/refine to meet consumer needs.

Don't be afraid to shrink your target audience if you find that a certain persona is impossible or unreasonably difficult to convert.

NEED A HAND WITH DEVELOPING A CONTENT AND MARKETING STRATEGY FOR YOUR PERSONAS?

DON'T WORRY! We've got you covered.

With over half a decade spent developing all kinds of content and marketing campaigns we can confidently help you lock down a winning strategy!

Reach out- We'd love to help research, design, deploy and manage your next campaign!