

Audience research

form.

Photo

..... Tip Choose your picture based on the results of your demographic analysis. It's better to have a face that matches the traits of your audience than a random stock photo.

Demographics

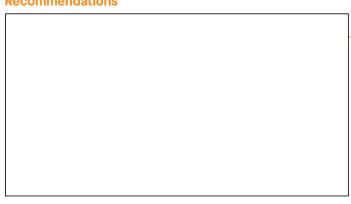
Name: Age: _____ Occupation: Income: Other notes:

This data should be sourced from first-party sources like internal databases, sales records or web + social analytics.

Overview

Tip The overview information should be sourced from socia analytics, reviews, testimonials surveys, interviews and consumer profiles.
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Recommendations



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Include some ways for the audience you want to reference the persona. This can include messaging strategies, graphic direction, media targeting, longterm value of audience and more.