



How *Personas* Help Us Create *Content*

What are *Personas*?

A tool used by digital marketers to customize a content strategy around a particular target reader.

Each persona represents a different type of consumer:

- Age
- Gender
- Educational level
- Interests
- Daily habits or responsibilities

For 1 product or service create 3-5 target personas



Using Real Data to Provide Insights Rooted in Reality



Finding out true information helps refine the approach and creates connections among people

- Always use real data to determine the salary, day-to-day responsibilities and lifestyle of each persona.

Cohesive Planning Across the Team

It can be easy to lose track of a project or distinguish how one piece of content is contributing to the success of the overall campaign.

- Personas help create a cohesive plan that includes content creation and promotion



Explain Things to Clients in a Few Simple Words

Personas make content marketing easier for clients to understand the methodology behind the content

Craft personas to be as personable as possible:

- Give them names
- Lay out their daily lives
- Choose a headshot to represent each one

Better *personas* lead to better *content*!

