

Create your own

Customer Persona

with our free template

Customer Persona(s) will help you communicate more clearly and efficiently with your ideal customers.



How to use your Customer Persona Template

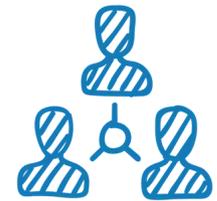
This template will guide you to create a fictional character that represents your ideal customer(s). You might have a couple of different target audiences, so make sure to create individual personas for each of them.

In each section add as much details as possible. Start with your current knowledge of your customers. To get a better understanding of your ideal customer(s), use all data available - social media analytics, website analytics as well as broader market research.

To support your data, you can also send out surveys and conduct interviews with your current customers.

A buyer persona is a fictional person who represents a particular company's ideal customer.

Customer Persona Template



SECTION 1: WHO?

Start with describing demographical and behavioural characteristics of your ideal customers. Look into their personal lives as well as into their career path.

SECTION 2: WHERE AND HOW?

Where do they hang out? Where can you find them online and offline? How do they communicate? How do they consume content and interact with brands?

SECTION 3: WHAT?

What motivates them? What goals, aspiration they have and what's standing in their way? What are their pain points, frustration, values and fears?

SECTION 4: WHY?

Why should they buy from you? What other customers say about you? How can you overcome their objections and pitch to them more effectively?

My name is



Overview

GENDER

AGE

GENERATION (specifics of my age group are...)

LOCATION

FAMILY

My name is



Career

EDUCATION

JOB TITLE AND SENIORITY

INDUSTRY

COMPANY SIZE

SALARY, HOUSEHOLD INCOME, REVENUE

My name is



Interests and personality

PERSONALITY

INTERESTS AND HOBBIES

My name is



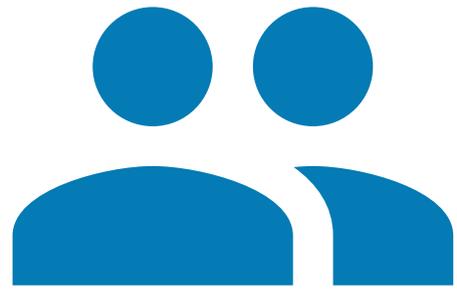
Routine

TYPICAL WEEKDAY ROUTINE...

TYPICAL WEEKEND ROUTINE...

MY LIFESTYLE...

My name is



Marketing preferences

I HANG OUT... (online and/or offline)

SOCIAL MEDIA PLATFORMS I USE ARE...

I PREFER TO CONSUME... (type and/or form of content)

My name is



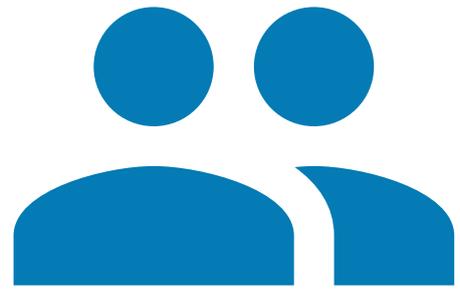
Shopping preferences

I PREFER TO SHOP... (online and/or offline)

I PREFER TO COMMUNICATE WITH BRANDS VIA...

...

My name is



Goals and challenges

GOALS

ASPIRATIONS AND DREAMS

CHALLENGES AND PAIN POINTS



REAL CUSTOMER QUOTE/TESTIMONIAL

COMMON OBJECTIONS

YOUR ELEVATOR PITCH

Thank you!



We hope you've found this Customer Persona Template helpful and that you managed to get a better idea who your ideal customers are!

Get in touch if you need any help with creating your customer persona(s) or if you have any other social media marketing questions!

Cambridge Social Media

www.cambridgesocial.media

hello@cambridgesocial.media