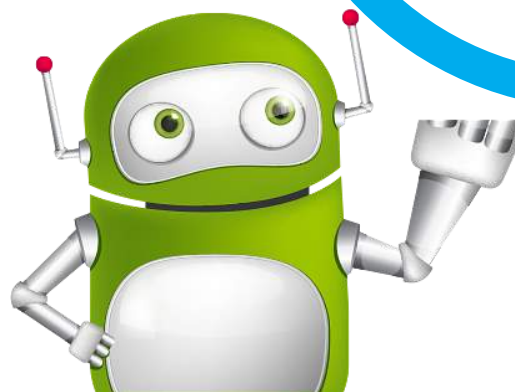


@333SOCIALMEDIA

BUYER PERSONA

Who are you
trying to reach?





Buyer Persona

Your **TOOLKIT** for Success



The Buyer Persona will help every aspect of your company's marketing and sales initiatives.

- **Editorial Calendar**- The Buyer Personal will help you craft **month themes** and **content** that cater to your ideal clients
- **Paid Traffic**- This worksheet can help you hone in on the **ad platforms** that your clients will see.
- **Copywriting**- An inside look into your target demographic will help your team write **compelling copy** that grabs your ideal clients attention.
- **Email Marketing** - Discover which clients will benefit most from **specific email campaigns**.



Buyer Persona

Goals & Values

- Goals
- Values

Pain Points

- Challenges
- Pain Points

CLIENT #1

Sources of Information

- Books
- Blogs/Websites
- TV
- Industry Experts

JOB TITLE:

INCOME:

EDUCATION:

OTHER:

Aversion to Purchase Process

- Objections to the sale
- Role in purchase process



Buyer Persona

Goals & Values

- Goals
- Values

Pain Points

- Challenges
- Pain Points

CLIENT #2

Sources of Information

- Books
- Blogs/Websites
- TV
- Industry Experts

JOB TITLE:

INCOME:

EDUCATION:

OTHER:

Aversion to Purchase Process

- Objections to the sale
- Role in purchase process



Buyer Persona

Goals & Values

- Goals
- Values

Pain Points

- Challenges
- Pain Points

**CLIENT
#3**

Sources of Information

- Books
- Blogs/Websites
- TV
- Industry Experts

JOB TITLE:

INCOME:

EDUCATION:

OTHER:

Aversion to Purchase Process

- Objections to the sale
- Role in purchase process