



Brandpoint HUB[®]

Interactive Persona Template

John Steinbeck once said, "Your audience is one single reader. I have found that sometimes it helps to pick out one person - a real person you know, or an imagined person - and write to that one."

Your audience is made up of individuals and good buyer personas can give them a personality. Check out our example on the next page, create your own persona and have a more relevant conversation with your customers.

Persona (Example)



ELAINE

Role: Marketing Manager

Company

- Mid-sized company with \$10 million+ annual revenue
- Job-hopper – on her third job since graduating
- Striving to become Marketing Director

Demographics

Age: 29

Income: \$60,000

Residence: Just purchased her first home

Location: Semi-urban

Goals

Prove ROI of her marketing efforts
Keep different stakeholders happy
Keep marketing team's turnover low

Challenges

Making an impact with a small staff
Keeping up with marketing best practices
Maintaining work/life balance

How We Can Help

Provide streamlined marketing solutions
Help prove ROI to her boss
Save time on her marketing efforts

Objections

"I've never used a product like yours before"
"I'm not sure my boss will approve it in our quarterly budget"

Quotes

"My boss just does not understand how short-staffed we are."

"It's a struggle to manage different people with such different skill-sets and personalities"

Persona (Template 1)



Company

- _____
- _____
- _____

Demographics

Age: _____

Income: _____

Residence: _____

Location: _____

Name

Role

Goals

Challenges

How We can Help

Objections

Quotes

Persona (Template 2)



Company

- _____
- _____
- _____

Demographics

Age: _____

Income: _____

Residence: _____

Location: _____

Name

Role

Goals

Challenges

How We can Help

Objections

Quotes

Persona (Template 3)



Company

- _____
- _____
- _____

Demographics

Age: _____

Income: _____

Residence: _____

Location: _____

Name

Role

Goals

Challenges

How We can Help

Objections

Quotes

Brandpoint HUB[®]

Brandpoint Services

BrandpointHUB

When you're ready to put your buyer personas to good use, you can put them directly into the HUB and apply them to any piece of content you produce.

Content Strategy

Content marketing without a strategy is like walking with your eyes closed. We offer a comprehensive content strategy to help you unlock your brand's biggest opportunities.

Content Creation

Your content is your brand. That's why you should entrust it to professionals. Our experienced in-house writers, designers and marketing automation specialists quickly become an extension of your own marketing team.

Paid & Earned Media

The best content deserves the best audience. From local daily newspapers to some of the biggest digital media sites on the internet, we get your content plugged into the biggest distribution network in the industry.

Contact Us Today!

BrandpointHUB.com • [877.374.5270](tel:877.374.5270) • hub@brandpoint.com

850 5th Street South • Hopkins, MN 55343