



# MARKETING PERSONA

A *marketing persona* is a composite sketch of a key segment of your audience. For content marketing purposes, you need personas to help you deliver content that will be most relevant and useful to your audience. Your persona's will impact every marketing decision you make.

Persona Name: \_\_\_\_\_

Age  
 Gender  
 Marital Status  
 # and age of children  
 Location  
 Occupation  
 Title  
 Annual Income  
 Education  
 Other  
 Quote:


Goals and Values

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Challenges and Pain Points

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Sources of Information

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Objections & Role in Purchase Process

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