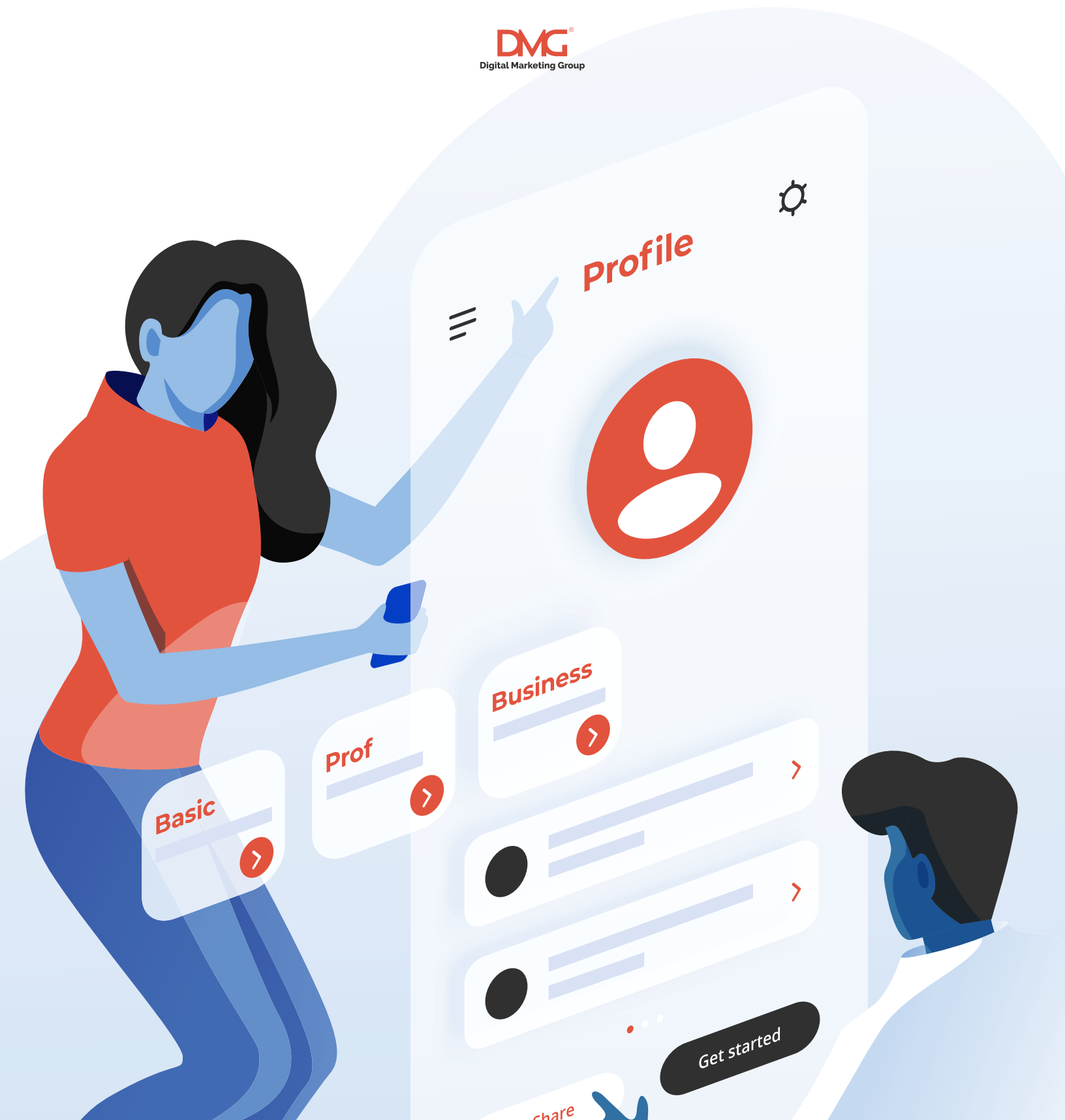


CUSTOMER PERSONA PROFILES

DMG[®]
Digital Marketing Group



CUSTOMER PERSONA PROFILE



Name

Age

Occupation

Location

Income

Gender

Profile #1

Quote: (A quote that sums up this customer)

Pain Points: (Challenges customer experiences)

Family Size: (Partner, children, pets)

Goals: (What the customer wants to achieve)

Interests & Hobbies:
(What the customer likes to do in their spare time)

Benefits: (Product or service that relieves customers pain points and helps them achieve their goals)

Social Media Presence:
(Which social media channels the customer uses)

Values & Beliefs: (Identify what is most important that influences their preferences, behaviors, and loyalties)

Preferred Method of Communication:
(How the customer prefers you contact them)

CUSTOMER PERSONA PROFILE



Name

Occupation

Income

Age

Location

Gender

Profile #2

Quote: (A quote that sums up this customer)

Pain Points: (Challenges customer experiences)

Family Size: (Partner, children, pets)

Goals: (What the customer wants to achieve)

Interests & Hobbies:
(What the customer likes to do in their spare time)

Benefits: (Product or service that relieves customers pain points and helps them achieve their goals)

Social Media Presence:
(Which social media channels the customer uses)

Values & Beliefs: (Identify what is most important that influences their preferences, behaviors, and loyalties)

Preferred Method of Communication:
(How the customer prefers you contact them)

CUSTOMER PERSONA PROFILE



Name

Occupation

Income

Age

Location

Gender

Profile #3

Quote: (A quote that sums up this customer)

Pain Points: (Challenges customer experiences)

Family Size: (Partner, children, pets)

Goals: (What the customer wants to achieve)

Interests & Hobbies:

(What the customer likes to do in their spare time)

Benefits: (Product or service that relieves customers pain points and helps them achieve their goals)

Social Media Presence:

(Which social media channels the customer uses)

Values & Beliefs: (Identify what is most important that influences their preferences, behaviors, and loyalties)

Preferred Method of Communication:

(How the customer prefers you contact them)

CUSTOMER PERSONA PROFILE



Name

Occupation

Income

Age

Location

Gender

Profile #4

Quote: (A quote that sums up this customer)

Pain Points: (Challenges customer experiences)

Family Size: (Partner, children, pets)

Goals: (What the customer wants to achieve)

Interests & Hobbies:
(What the customer likes to do in their spare time)

Benefits: (Product or service that relieves customers pain points and helps them achieve their goals)

Social Media Presence:
(Which social media channels the customer uses)

Values & Beliefs: (Identify what is most important that influences their preferences, behaviors, and loyalties)

Preferred Method of Communication:
(How the customer prefers you contact them)
