

Educational Course Buyer Persona

Enrollment Campaign Sample

Persona Details

Name

Rebecca Learner

Age

29

Location

Urban, USA

Employment Status

Working Professional

Education Level

Bachelorâ€™s Degree

Psychographics

Goals

- Advance career with new skills
- Flexible learning around busy schedule
- Increase earning potential

Challenges

- Time constraints
- Financial considerations
- Choosing credible courses

Motivations

- Certificate for career growth
- Networking opportunities
- Self-paced, online access

Preferred Channels

- Email newsletters
- Social media ads
- Educational webinars

Key Messages

- Flexible learning that fits your life
- Accredited and industry-recognized courses
- Invest in your future success

Objections & Barriers

- Cost of enrollment
- Lack of information on outcomes
- Doubt on credibility