

Target Audience Persona Development Template

Persona Name

e.g. Marketing Mary

Photo/Avatar

Paste image URL or file name

Demographics

Age, Gender, Location, Income, Education, etc.

Job Title/Role

e.g. Marketing Manager

Goals & Motivations

What does the persona want to accomplish?

Challenges & Frustrations

Pain points, barriers, etc.

Preferred Communication Channels

Email, Social Media, Phone, etc.

Personality Traits

Introvert/Extrovert, Analytical, etc.

Key Buying Behaviors

What influences the persona's decisions?

Brands/Influencers Followed

List relevant brands, influencers, or sources

Quote

A quote that sums up this persona’s worldview

Additional Notes

Any other details or insights