

LESSON 07

BUSINESS MARKETING PERSONA

Today's Objective:

Today's Date:

- ✓ Use your knowledge of target market to create a marketing persona.

Bell Ringer:

When thinking about your real food business's customer, what adjectives come to mind? Remember, adjectives are words that describe something: smart, athletic, bookworm, etc.

Step 1:

Vocabulary:

- **Marketing Persona:** A fictional, or generalized, representation of your ideal customer

Step 2:


Apply the concept of a target market to your real food business by creating a marketing persona that represents a fictional, generalized customer.

1. Review the sample marketing persona below.

Clark Andrews

Friendly Clever
Go-Getter

Age: 32
Work: Software Developer
Family: Single
Location: San Jose, CA
Character: The Computer Nerd



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

Fear: [Progress bar]

Power: [Progress bar]

Social: [Progress bar]

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Clark is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Clark wants to track his mood, happiness, sleep quality, and how his eating and exercise habits affect his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality

Introvert [Progress bar] Extrovert

Analytical [Progress bar] Creative

Loyal [Progress bar] Fickle

Passive [Progress bar] Active

Preferred Channels


Social Media [Progress bar]

Mobile [Progress bar]

Email [Progress bar]

Traditional Ads [Progress bar]

Brands



2. Use this marketing persona as a guide to creating your business's own marketing persona.

3. Use the space below to brainstorm your marketing persona:



4. Once you've finalized your thoughts, as a group, create a marketing persona poster.

Step 3:

Select one member of your group to present your real food business's marketing persona.