



Essential Question: How do we make sure that we effectively reach our target market for our business or event?

Objectives – Students will:

- Identify a marketing persona for their real food business or event.
- Describe the difference between a generalization about the target market and/or market segmentation and stereotyping.
- Evaluate their ideas and marketing personas to best reach that target market effectively.

Launch: When thinking about your real food business’s customer, what adjectives come to mind? Remember, adjectives are words that describe something: smart, athletic, creative, etc. How is your target market population different from people who aren’t in your target market?

Step 1: Vocabulary – Review the definitions. In the space provided, write examples or reword the definition in a way that makes the most sense to you.

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

Market Segmentation: Breaking up a larger market into smaller, homogeneous/similar sections to maximize marketing efforts.

Stereotyping: Making a generalization or assumption based on very limited information about a person or group. Stereotypes usually have a negative connotation.



Step 2: What do you need to know about making a marketing persona for your business or event?

Read the article assigned to you by your teacher. Annotate the article using the assigned strategy or another one you know. Use the space below to record the key ideas from the article you read to share with your group.

Use the space below to take notes from the second article.

Step 3: Apply the concept of a target market to your real food business by creating a marketing persona that represents a fictional, generalized customer. Individually or with a partner, use the template to identify important characteristics of your potential customers. Template source: <https://xtensio.com/user-persona/>

1. Use this marketing persona as a guide to creating your business's own marketing persona.
2. Use the space below to brainstorm your marketing persona or create directly in the template.

3. Once you've finalized your thoughts, as a group or in pairs, create a marketing persona in the template or create a poster if technology is not available..

Step 4:

1. Select someone to present your real food business's marketing persona to another pair or small group.
2. Each pair/group will have 2 minutes to share their persona. The other group will use Praise, Question, Suggest to offer feedback for 2 minutes. Then switch roles.
1. Discuss how the personas have changed from the initial brainstorm. Identify areas of consensus in your class.

