

Customer Profiles & Personas


How can we bring customers to life?

Profiles and persona's can be used to ensure positioning and messaging are well-targeted and relevant.

Hint: These are just examples.

There are many possible formats.

Telecom Category Personas



Blake
Age: 24

Segment: Single Young Tech (Millennial)

Influencers: Parents, Customers & Employer, Social Media

About: Budget, Tech Savvy, Ambitious, Walking Billboard, Early Adopter, Entitled, High churn risk, Not account holder, Wants latest and greatest newest things

Needs: To constantly be in contact, on patents accounts but wants independence Fast and simple support (preferably digital)

To be Successful: One stop shop for all his needs: simple and easy to use the right information provided when and where he wants it

Golfer Personas



Avid Adam

Age: 38
Work: Digital Ad Sales Manager
Married, 2 Kids
Rounds Per Year: 25+



Causal Carl

Age: 35
Work: Real Estate Broker
Married, 2 Kids
Rounds Per Year: 20+



Single Mike

Age: 27
Work: Sales, Logistics
Single, No Kids
Rounds Per Year: 15+



Retired Robert

Age: 60
Work: Retired
Family: Married, 3 Kids in college
Rounds Per Year: 30+

Online Dater Profile

Gender	
Male	48%
Female	52%
Age	
21-34	22%
35-44	18%
45-54	21%
55+	39%
HH Income	
\$40,000 - \$74,999	31%
\$75,000 - \$99,999	33%
\$100,000 - \$149,999	26%
\$150,000 or more	10%
Ethnicity	
White, not of Hispanic origin	82%
Other	18%
Household Size	
1-2	44%
3-4	41%
5+	14%
Presence of Children	
Children age 0-5	17%
Children age 6-12	28%
Children age 12-18	24%
None	54%