



Thanks again for joining us at the *Marketing Made Simple* workshop! We covered a lot, so we put together this handy reference sheet to keep all the big ideas in one place. From figuring out your customer personas to choosing the right platforms, messaging styles, and design vibes—this sheet is your go-to cheat sheet. Use it as a springboard as you put your marketing plan into motion. You’ve got this!

Customer Persona	Ideal Content Types	StoryBrand	Marketing Channels	Social Media Messaging Style	Graphic Design Elements
Tech-Savvy Shopper	Tech blogs, product comparisons, explainer videos, live demos	A tech-savvy shopper who wants smart solutions but is overwhelmed by choices. We guide them by offering curated comparisons and innovation-focused tools.	SEO, Google Ads, YouTube Reviews, LinkedIn, Product Comparison Sites	Professional, informative, tech-focused, data-driven	Clean, modern layouts, sleek typography, interactive UI previews; Color Palette: Blue, Silver, White
Trend-Follower Shopper	Influencer videos, viral challenges, trend-driven reels	A trend-driven shopper who wants to stay current but fears missing out. We help them by delivering timely trends through influencers they trust.	TikTok, Instagram Reels, Influencer Campaigns, Snapchat, Trend Hashtags	Trendy, casual, fun, meme-friendly, social-first	Bold colors, high-energy motion graphics, dynamic visuals; Color Palette: Neon Pink, Electric Blue, Black
Budget-Conscious Shopper	Coupon alerts, discount offers, money-saving tips, budget-friendly shopping guides	A budget-conscious shopper who needs affordability but hates wasting time on fake deals. We guide them by highlighting real savings with clear calls to action.	Email Marketing, Facebook Deals, Coupon Apps, SMS Alerts, Local Circulars	Urgent, deal-focused, savings-driven, friendly & direct	Bright call-to-action buttons, urgency-driven banners, price tags; Color Palette: Red, Yellow, White
Luxury Buyer	Luxury brand storytelling, behind-the-scenes exclusives, testimonial videos	A luxury buyer who values status and quality but struggles to find exclusivity. We help them feel elite with premium experiences and hand-picked offers.	Instagram Luxury Ads, High-End Magazines, VIP Events, Personal Shopping Services	Elegant, exclusive, refined, aspirational	Minimalist elegance, black & gold themes, luxury textures; Color Palette: Black, Gold, Cream



<b>Convenience-Seeker</b>	How-to guides, quick product tutorials, mobile app features, FAQ videos	A convenience-seeker who needs speed and simplicity but feels shopping is a chore. We guide them with fast, easy solutions that simplify their day.	Google Ads, Retargeting, Mobile Apps, Product FAQs, YouTube How-Tos	Concise, practical, solution-oriented, problem-solving	Simple icons, step-by-step infographics, app UI mockups; Color Palette: Teal, Grey, Light Blue
<b>Eco-Conscious Shopper</b>	Sustainability reports, eco-friendly product guides, brand impact stories	An eco-conscious shopper who wants to buy responsibly but finds it hard to verify ethics. We help them choose with transparency and a clear sustainability path.	Sustainability Blogs, Ethical Brand Partnerships, Eco Forums, Pinterest	Eco-conscious, advocacy-driven, inspiring, community-focused	Earth tones, nature-inspired visuals, sustainability badges; Color Palette: Green, Brown, Beige
<b>Traditional Shopper</b>	Newspaper-style ads, in-store testimonials, TV/radio promotions	A traditional shopper who wants familiarity and trust but is skeptical of change. We support them with reliable, well-known options they feel safe with.	TV Ads, Newspaper Flyers, Radio, Billboards, Direct Mail	Trustworthy, traditional, nostalgic, credibility-focused	Classic fonts, traditional branding, familiar household imagery; Color Palette: Navy, Maroon, Cream
<b>Health-Focused Shopper</b>	Wellness guides, health research articles, expert interviews, workout demos	A health-focused shopper who wants better wellness but finds it hard to choose what works. We empower them with research-backed tools and simple choices.	Health Blogs, YouTube Fitness, Instagram Wellness Influencers, Health Apps	Motivational, goal-oriented, educational, encouraging	Vibrant health-focused imagery, before-and-after visuals, instructional graphics; Color Palette: Lime Green, Sky Blue, White
<b>Status-Driven Shopper</b>	VIP-only event sneak peeks, celebrity endorsements, lifestyle feature videos	A status-driven shopper who wants exclusivity and recognition but feels overlooked. We make them feel seen with personalized luxury and high-end content.	Exclusive Membership Platforms, Luxury Social Media Ads, Invite-Only Events	Prestige-driven, aspirational, sophisticated, luxury branding	Premium aesthetics, high-contrast visuals, sophisticated brand imagery; Color Palette: Black, Burgundy, Gold
<b>DIY &amp; Creative Shopper</b>	DIY tutorials, step-by-step project guides, maker community stories	A creative DIYer who wants inspiration and tools but lacks access to resources. We help them build with hands-on guides and community support.	Pinterest, YouTube DIY Channels, Craft Blogs, Maker Forums, Etsy Ads	Hands-on, creative, inspiring, DIY-friendly	Hand-drawn elements, craft-inspired layouts, sketch-like typography; Color Palette: Coral, Lavender, Pastel Yellow