

CUSTOMER PERSONA TEMPLATE



Define your ideal customer with precision. Use this guide to create a detailed customer profile and refine your marketing approach for maximum impact.



Demographics

- Age
- Gender
- Location
- Income level



Psychographics

- Interests
- Values
- Hobbies
- Lifestyle



Challenges and Pain Points

- What problems are they trying to solve?
- What obstacles stand in their way?



Goals and Aspirations

- What do they hope to achieve?
- How can your product or service help?



Preferred Communication Channels

- Social media platforms
- Email
- Face-to-face interactions



Buying Behaviour

- Purchasing frequency
- Budget considerations
- Decision-making process