

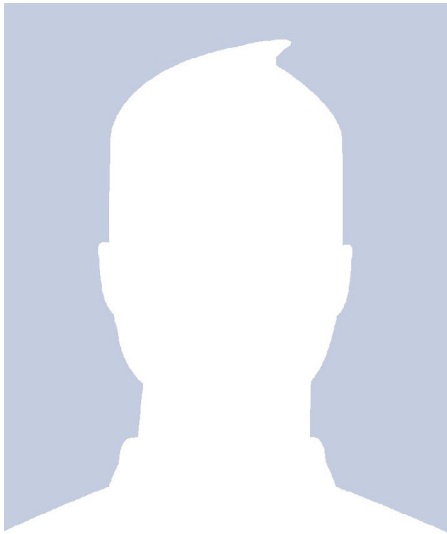
# PERSONA MAPPING TEMPLATE

**Use this free template to better understand your ideal customers!**

“A marketing persona is a composite sketch of a key segment of your audience. For content marketing purposes, you need personas to help you deliver content that will be most relevant and useful to your audience.”

# PERSONA EXAMPLE

For Company that Sells Caravans



## BACKGROUND

Name Rob Williams

Age 48 years old

Occupation Engineer

Location Melbourne, Australia

Education Master's Degree

Family Married to Tracy (43) with two kids

## CHARACTERISTICS

### Personality Traits

Fun, Outgoing, Relaxed

### Hobbies

Camping, Fishing, Cycling, Swimming

### Lifestyle

Works hard but loves to have family time, especially in the outdoors

### Where do they shop?

Kathmandu, North Face, Rays Outdoors

### What devices do they use?

Computer at work and iPad at home

### Who influences / inspires them?

Chris Hemsworth, Barrack Obama

### What motivates them?

His family motivates Rob more than anything.

### What is their daily routine like?

Rob gets up in the morning and gets the kids ready for school. He heads off to work for the day and comes home to spend time with his family and wife. He loves cuddling up on the couch next to her and talking about their days.

### What do they value?

Rob values quality time with his family, spending time in nature, as well as escaping the hustle and bustle of their busy lives

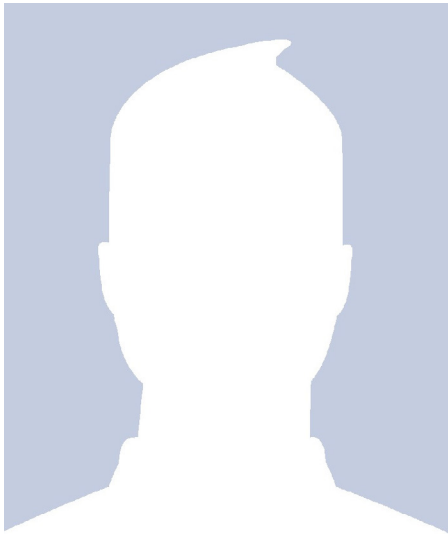
### What is their biggest pain point?

Rob finds that his family is often too busy to spend quality time together, holidays overseas are too expensive and when they do head off camping, there is so much that the family wants to bring with them.

### How can your product/service solve this pain point?

A Caravan can act as a reminder to spend more time together in nature, and provide a way to bring all the necessities and creature comforts with them on the road.

# PERSONA TEMPLATE



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Age

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Education

Family

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## CHARACTERISTICS

Personality Traits

What is their daily routine like?

Hobbies

Lifestyle

What do they value?

Where do they shop?

What devices do they use?

What is their biggest pain point?

Who influences / inspires them?

What motivates them?

How can your product/service solve this pain point?