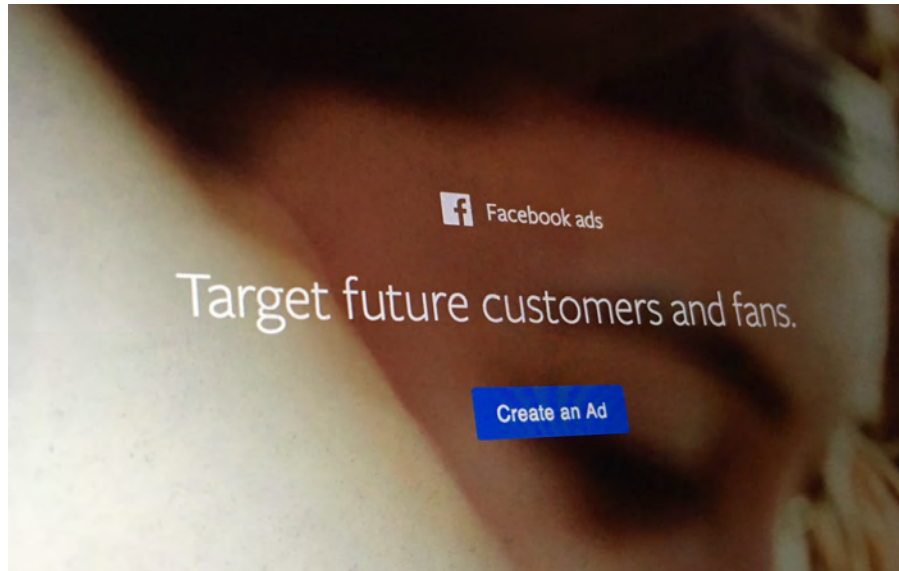




Who are your user personas?

Knowing who your user personas are, what they like, where they live, where they shop, where they go (not as creepy as it sounds) is all part of what marketers call 'user personas'.

It's about imagining your ideal customer as a living, breathing person and is the foundation that any business needs to thrive.



All aspects of social media and social advertising feed into knowing your customer. Once you know who you are talking to, you can speak to them in a way that engages them. The right tone and language will help your social ad campaign have more impact. Crafting copy that converts means:

- Offering a service that they actually want.
- Knowing how to price what you're selling.
- Refining which social platform to target them on, even what time and/or day to post to increase sales and leads.

If you're creating or paying out for ads this is one area that you want to lock down. Test, measure and refine your offerings for sure, but there's no room for winging it when it comes to talking directly to your customers.

**"When you speak to everyone,
you speak to no one."**

MEREDITH HILL

"Everyone is not your customer"

SETH GODIN

You are a target market



What age is your user persona? _____

Are they male or female? _____

Where do they live? _____

What kind of property do they live in? _____

Do they own their home? _____

Are they single, married, divorced, widowed? _____

Do they have children? _____

If so, how old are the children? _____

Did they go to college or university? _____

What is their job? _____

What is their income level? _____

What books, magazines or blogs do they read? _____

What websites do they visit? _____

Where can you find them online? Twitter, Instagram, Pinterest, Facebook _____

What time of day are they online? _____

Do they shop online? If so, where? _____

Who do they admire? _____

What are their hobbies? _____

What do they struggle with? _____

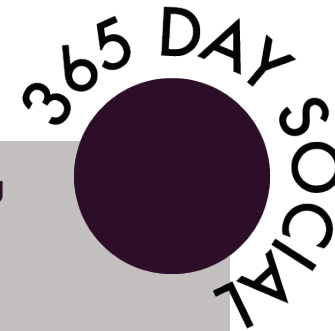
Who do they like to spend their time with? _____

Where do they hang out? _____

What are their goals? _____

Why would they be interested in your products or services? _____

What are their painpoints? _____



A huge boost to your marketing research will come from actually speaking with your user personas. Find 5 people to speak to who fit the descriptions above. They will give you priceless insight into why or why not they would buy from you. Some ideas you can ask are:

1. Have you bought anything like my products or services before?
If so, what do you think? What do you like or dislike?
If not, what has stopped you?
2. What do you struggle with that my service or product could help with?
3. If I could create a service or product for you, what would that look like?
4. Where do you spend your time online and what time of day?
5. What are your pain points relating to what I'm offering?
6. What objections might you have in spending money with me?
7. What would you pay for something like this?

Top tips: Listen to their answers. Really listen. Use Zoom to record the sessions so you don't have to scribble down notes and miss vital information. Enjoy the sessions! I found them VERY helpful to me and hope you do to. Let me know how you get on!



Faye Morgan
Facebook & Instagram Ads Strategist

E: fayemorgan@365daysocial.com

T: + 44 (0) 7901 673113

Instagram: www.instagram.com/365daysocial

Twitter: www.twitter.com/365daysocial

www.365daysocial.com