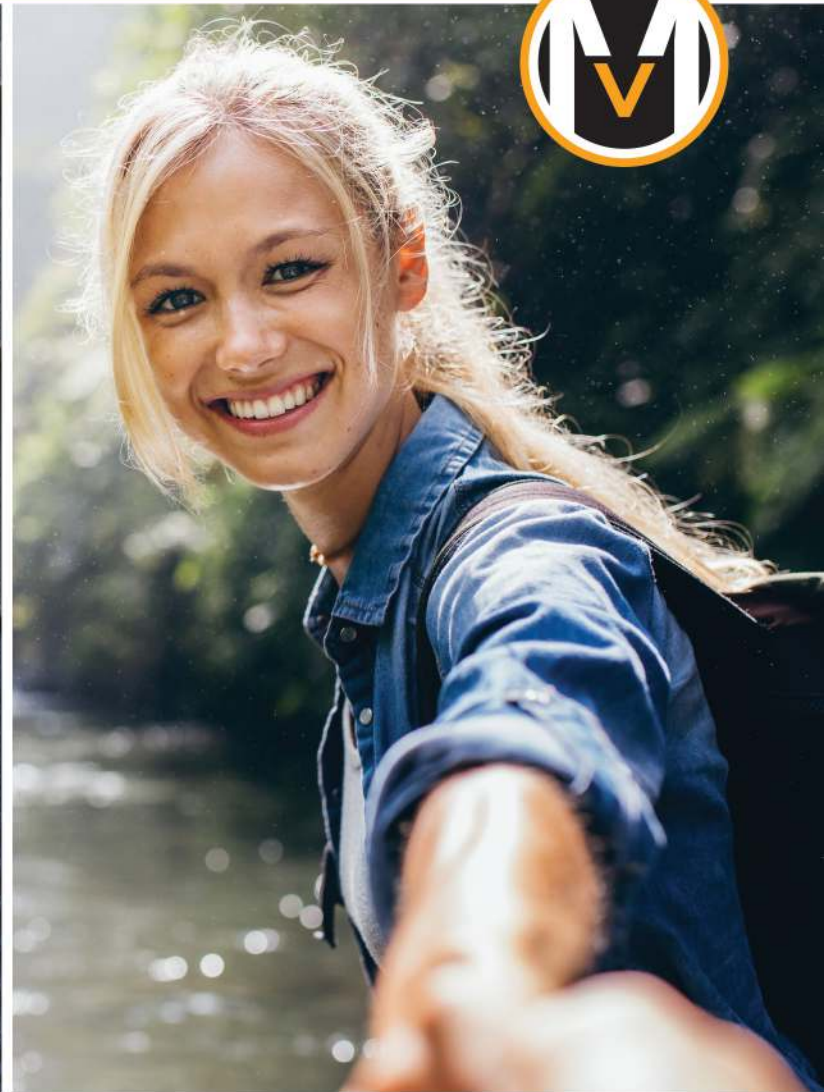


“Persona” Fication

Meet Chuck. Chuck is a 56 year old father of four with his lovely wife Nina. They live in a subdivision in the suburbs and are looking forward to retiring and traveling the country.

Now meet Jessica. Jessica is a recent college graduate fresh into her first job and loving life. She lives in a house with three of her best friends and on the weekends she likes to adventure.

Chuck and Jessica couldn't be more different but they do share one similarity, they both like to shop at your store!



Why Chuck & Jessica?

You can't use the same messaging to reach both Chuck and Jessica because they are two very different people, but you want them both to come into your store instead of your competitor's. Situations like this are the reasons buyer personas are so important for your business.

Buyer personas are semi-fictional representations of your ideal customers based on real buyer data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.

Why is This Important?

Buyer personas help you gain a broader understanding of who your customers are and what they need from you. This helps you better serve each segment of your audience and provide them with advertising and insights that resonate with them.

** Contact Midwest Marketing to develop buyer personas for your customers.*