



Workshop Overview

A 'Persona' is a fictional representation of an actual customer, buyer, service user, and target audience which is used as a common reference point to describe segmented sub-groups that an organisation wants to target. By creating a fictional character to embody characteristics, personas help ensure that your work stays focused on people, rather than an abstract description of the group they are said to represent.



Benefits

This workshop will help you understand who your customers are, what their central drivers are and how you can start using this knowledge in your marketing efforts. It will allow you to be one step ahead and help you to create content to guide them through each step of their buying journey.

Outcomes & Content

- ✓ The application of persona development
- ✓ Develop clear definitions of typical buyers
- ✓ Uncover customer segments
- ✓ Generate a clear sense of the 'journey'
- ✓ Deliver clearer, more targeted marketing content
- ✓ How to develop buyer personas
- ✓ How to collect data from key stakeholders
- ✓ A methodology for collecting customer insights
- ✓ Marketing and buyer personas



Who should attend ?

This workshop is ideal for anyone involved in marketing, customer research, Marketing planning, product development, brand development. We require delegate participation to discuss different customer types, including their various frustrations, needs and personal details to bring Personas to life.

