From Insight
to Action

PERSONA PLANNING FOR HIGH- IMPACT MARKETING →

Develop Your Target
Persona Strategy

The Smart Marketer's
Persona Guide

MOORE THAN SEO
Social Media Done Right™

moorethanseo.com

Intro

Welcome

Welcome to Persona Planning for High-Impact Marketing

Effective marketing begins with knowing exactly who you're speaking to. This workbook is designed to help you define your most valuable audience segments, build detailed buyer personas, and uncover insights that drive better content, campaigns, and conversions.

Whether you're refining messaging for a technical product or launching a new service, this guide will help you clarify who your ideal customers are, what they care about, and how to reach them—so you can market smarter and connect more meaningfully.

Let's get started.

First Steps

Understanding your customers isn't guesswork—it's the foundation of smarter marketing.

This workbook will help you define your top buyer personas so you can create content, campaigns, and strategies that truly resonate.

Whether you're in B2B, industrial services, or a niche consumer market, this tool will guide you through building clear profiles for your most valuable audience segments.

On the next few pages, you'll identify:

- Key demographics & psychographics
- Industry-specific pain points
- How and where to connect with your audience
- Jobs-to-be-done and decision triggers

👤 Persona #1 / #2 / #3

Persona Name: _____

Age Range: _____

Job Title / Role: _____

Location: _____

Industry / Sector: _____

Co. Size: _____

Education Level: _____

Description _(Describe a day in this persona's life)_

Goals

Values

Emotional Pain Points	Solutions That Help

Desired Experience When Seeking Out Your Products or Services?

Common Objections?

Relevant Interests	Other Traits for Layering Detail

👤 Persona #1 / #2 / #3

Persona Name: _____ **Age Range:** _____

Job Title / Role: _____ **Location:** _____

Industry / Sector: _____ **Co. Size:** _____

Education Level: _____

Description *(Describe a day in this persona's life)*

Goals

Values

Emotional Pain Points	Solutions That Help

Desired Experience When Seeking Out Your Products or Services?

Common Objections?

Relevant Interests	Other Traits for Layering Detail

👤 Persona #1 / #2 / #3

Persona Name: _____

Age Range: _____

Job Title / Role: _____

Location: _____

Industry / Sector: _____

Co. Size: _____

Education Level: _____

Description *(Describe a day in this persona's life)*

Goals

Values

Emotional Pain Points	Solutions That Help

Desired Experience When Seeking Out Your Products or Services?

Common Objections?

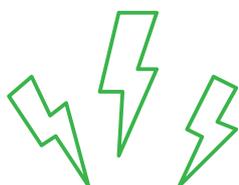| Relevant Interests	Other Traits for Layering Detail

Research & Resources

Demographics

Gather statistical data such as age, location, job title, education level, or income to segment your audience.
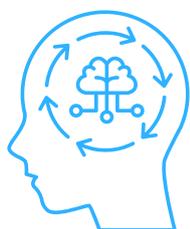
Psychographics

Understand attitudes, values, motivations, challenges, and goals to connect on a deeper level.

Pain Points

Identify what problems your customers need to solve and use insight to align to their needs.

Resources for Researching Demographics:

Google Analytics
Google Trends
Google AdWords
Hoovers Database by D&B
Industry Organizations/Associations Statistics & Reports
Claritas
Nielsen
Social Security Administration Fact Sheets
U.S. Census Bureau: Census Data, Quick Facts
U.S. Department of Labor: Bureau of Labor Statistics

Research & Resources

Resources for Researching Psychographics:

Psychographic Targeting Unhinged! The Zen Of "Whole Customer" Persona Modeling by Marty Weintraub

Pew Research Center

Internal team insights: customer service, sales, support

Focus groups, surveys, social media analytics

Online forums, threads (Reddit)

Resources for Geographic Research:

Bureau of Labor Statistics: Geography Stats

Social Security: Geographic Statistics Fact Sheets

U.S. Census Bureau: Geography Maps & Data

United Nations Statistics Division: UNSD Statistical Databases/Reports

Conclusion

You've just taken a major step toward building a smarter, more effective marketing strategy—one rooted in real audience understanding. By crafting detailed personas, identifying key insights, and backing it with research, you're now equipped to:

- Craft messaging that resonates
- Build campaigns that convert
- Create content with real impact
- Reach the right people on the right channels

💡 TIP: Revisit and refine your personas regularly as your audience, offerings, or market evolves.

Ready to Turn Insight Into Action?
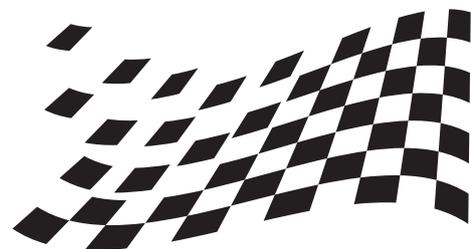
Whether you're planning content, building ad campaigns, or launching a new brand—these personas are your foundation.

Need help putting them to work?

📞 Let's Talk Strategy
We specialize in transforming complex ideas into clear, compelling marketing that drives growth.

(559) 978-4096
info@moorethanseo.com