

Audience Profiling Template

1. Demographic Information

- **Name:**
(Assign a name to the persona for easy reference)
- **Age:**
- **Gender:**
- **Location:**
(City, state, country, region)
- **Income Level:**
- **Education Level:**
- **Occupation:**
- **Marital Status:**
- **Family Size:**
(If applicable)
- **Homeownership Status:**
(Owns, rents, etc.)

2. Psychographics

- **Values:**
(What do they care most about? Example: Sustainability, quality, convenience, etc.)
- **Interests:**
(Hobbies, passions, or interests. Example: Traveling, fitness, technology, etc.)
- **Lifestyle:**
(Describe their day-to-day activities and habits. Example: Busy professional, fitness enthusiast, stay-at-home parent, etc.)
- **Personality Traits:**
(How do they act, react, and approach things? Example: Ambitious, family-oriented, eco-conscious, etc.)

- **Pain Points:**
(What problems do they face that your product/service can solve?)

- **Goals & Aspirations:**
(What do they want to achieve in life? Example: Personal growth, financial security, professional success, etc.)

- **Shopping Behavior:**
(Are they price-sensitive? Do they prefer high-end products? Do they buy impulsively or research thoroughly before buying?)

3. Behavioral Information

- **Buying Motivation:**
(What drives them to make a purchase? Example: Convenience, cost-saving, exclusivity, personal values, etc.)

- **Buying Journey:**
(How do they research and buy products? Example: Through online reviews, social media, word-of-mouth, etc.)

- **Preferred Channels:**
(Where do they usually shop or look for information? Example: E-commerce websites, physical stores, social media platforms, etc.)

- **Decision-Making Process:**
(Who influences their purchasing decisions? Do they buy alone, or do they consult with others before buying?)

- **Technology Usage:**
(What devices or tech do they frequently use? Example: Smartphone, tablet, laptop, smart home devices, etc.)

4. Media Consumption Habits

- **Social Media Platforms:**
(Which platforms do they use most frequently? Example: Instagram, LinkedIn, YouTube, TikTok, etc.)
- **Content Types:**
(What types of content do they consume? Example: Blog posts, videos, podcasts, webinars, infographics, etc.)
- **Preferred Content Topics:**
(What topics do they engage with? Example: Health & wellness, technology, entertainment, finance, etc.)
- **Influencers or Thought Leaders They Follow:**
(Who do they trust for advice or recommendations? Example: Industry experts, celebrities, influencers, etc.)
- **Online Behaviors:**
(How do they interact with brands online? Do they engage with ads, sign up for newsletters, comment on posts, etc.?)

5. Product/Service Usage

- **Needs & Wants:**
(What are the specific needs or desires that your product or service fulfills for them?)
- **Challenges:**
(What challenges do they encounter when looking for solutions? Example: High cost, lack of availability, poor customer service, etc.)
- **Current Solutions:**
(What solutions are they currently using to solve their problems? Example: Competitor brands, DIY methods, other services, etc.)
- **How Your Product/Service Fits:**
(How does your product/service help them overcome their challenges or fulfill their

needs?)

- **Price Sensitivity:**
(Are they willing to pay a premium for quality or are they more price-conscious?)

6. Communication Preferences

- **Preferred Communication Channels:**
(How do they prefer to be contacted or engaged? Example: Email, phone calls, text messages, social media, etc.)

- **Frequency of Contact:**
(How often do they want to hear from you? Example: Weekly newsletters, occasional promotions, etc.)

- **Tone of Communication:**
(Do they respond better to a formal tone, casual language, humorous approach, etc.?)

- **Visual Preferences:**
(What type of visuals do they resonate with? Example: Minimalistic, vibrant, sleek, playful, etc.)