

## **4.5 Personas**

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### Abstract

The purpose of this assignment is to learn about and practice developing buyer personas for digital and social media marketing. The school has hired me to create social media content with the purpose of attracting and convincing more individuals to pursue higher education. Since institutions of higher education can have a far reaching and broad audience, it is my job to figure out how to best connect with at least three segments of this target audience. Each persona includes both demographic and psychographic information that best represents each segment of the marketplace. The segments are high school seniors, recent graduates attending community college, and older individuals returning to college after an extended period. Each persona illustrates general information, pain points, strengths, and even quirks.

*Keywords:* buyer personas, segments, target audience, social media marketing

# MOLLY



## AGE

18

## GENDER

Female

## LOCATION

Lives at home with  
her single mother  
Suburban

## OBJECTIVES & GOALS

Graduate high school  
Go to college to study Fashion Design  
Work to earn money  
Help her mom

## EDUCATION

High School Senior  
Will have a high school diploma

## CHALLENGES

Balancing work and school  
Working hours limited  
Does not drive

## FEARS

Student loan debt like mom  
Not getting a good job  
Mom being alone

## EMPLOYMENT

Walmart

## INCOME

\$11 per hour

## COMMON OBJECTIONS

Cost and time commitment of a college education  
Time away from mom and her dog  
Living in a dorm

## JOB TITLE

Sales Associate  
Entry Level

## HOURS

10-15 per week  
After school and  
weekends

## FAMILY VALUES

Observe the sabbath  
Eat together as a family  
Family time together

## PRIMARY VALUES

Be a good person  
Get a good education  
Strong work ethic

## ROLES

Cashier  
Stocker

## SKILLS

Customer service  
Store displays  
Cash register

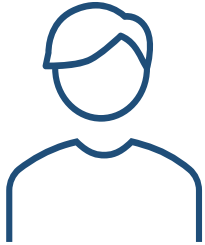
## PERSONALITY

Loves drawing and graphics  
Buys new clothes and shoes  
Apple Music account  
Movies with friends

## Preferred



# JACK



**AGE**

21

**GENDER**

Male

**LOCATION**

City Apartment  
2 Roommates

**OBJECTIVES & GOALS**

- Complete his associates degree in CIT
- Complete a bachelor's degree in Cyber Security
- Work full-time to avoid student loan debt
- Get a job in Cyber Security

**EDUCATION**

- High School Diploma
- Some Community College
- 1 class to finish Associates Degree

**CHALLENGES**

- Works 2 jobs
- Balancing work and school
- Only takes classes online, evenings, or Saturday

**FEARS**

- Student loan debt
- Not finding a better paying job

**EMPLOYMENT**

- Local Landscapes
- 
- Karate Kickers

**INCOME**

- \$18 per hour
- 
- \$10 per hour

**COMMON OBJECTIONS**

- Time commitment of school along with working full-time
- Price of tuition and books is a factor in education decisions

**JOB TITLE**

- Head of IT
- 
- Instructor

**HOURS**

- 40 hours per week
- 
- 5 hours

**FAMILY VALUES**

- Observe the sabbath
- Family time and meals together
- Be charitable

**PRIMARY VALUES**

- Be a good person
- Value the education you have
- Strong work ethic

**ROLES**

- Manager
- Computer Service
- Server Admin
- 
- Instructor

**SKILLS**

- Technology repair and maintenance
- Programming
- 
- Black Belt

**PERSONALITY**

- Computer Gamer
- Avid Reader
- Loves music
- Hanging out with friends

**PREFERRED**



# REBECCA



## AGE

45

## GENDER

Female

## LOCATION

Lives with family  
Owns house  
Rural suburbs

## OBJECTIVES & GOALS

Complete bachelor's degree online  
Study a variety of topics  
Grow personal business  
Open clothing boutique for overlooked segments

## EDUCATION

High School Diploma  
Associates Degree

## CHALLENGES

Work is often inconsistent  
Health concerns

## FEARS

Failure

## EMPLOYMENT

Self-Employed

## INCOME

\$25 per hour

## COMMON OBJECTIONS

Time commitment of activities outside of work and school  
Price of tuition and books  
Time away from family

## JOB TITLE

Owner

## HOURS

Self-Employed

## FAMILY VALUES

Family time and meals together  
Be generous and charitable  
Observe the Sabbath  
Love God

## PRIMARY VALUES

Be a good person  
Never stop learning  
Always do the best you can  
Don't be afraid to shine

## ROLES

Seamstress  
Tailor  
Bookkeeper  
Server Admin  
Fabric Design

## SKILLS

Web Design  
Graphic Design  
Pattern Making  
Sewing  
Alterations  
Writing  
Research

## PERSONALITY

Orders groceries and has them delivered for convenience  
Prepares meals from scratch several times per week  
Loves to research  
Has many hobbies  
Newish gardener

## PREFERRED

