CUSTOMER PERSONAS

COVID-19 SALES & MARKETING FOR RECOVERY DRIVING DOMESTIC SALES

Attention | Interest | Desire | Reassure | Action
INTRODUCTION

This document is part of a suite of supports under Boosting Sales with Social Media for driving domestic business.

This document supports **video 1 (Creating and Planning the Campaign)** and will act as a support to you when creating a social media campaign that drives sales of your offers (including selling at destination and business level).
## CREATE YOUR PERSONAS

Think of someone who represents a typical guest or customer. It helps if they are a real person!

### DEMOGRAPHIC INFORMATION

<table>
<thead>
<tr>
<th>Name</th>
<th>Age Group</th>
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<table>
<thead>
<tr>
<th>Location</th>
<th>Life Stage</th>
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1. **What do they know now?**
   About what your business offers

2. **What do they need to know tomorrow?**
   Features of what you offer that might appeal to them

3. **What are their blockers?**
   What can stop them booking?

4. **Emotional keyword**
   E.g. joy, stress, fear, ease, etc.

5. **Social media platform?**
   Where they are most likely to be active

Now go back and do this again for another persona. Typically you will find you have 2-3 main personas.