

What is

PERSONA

and why does it matter?

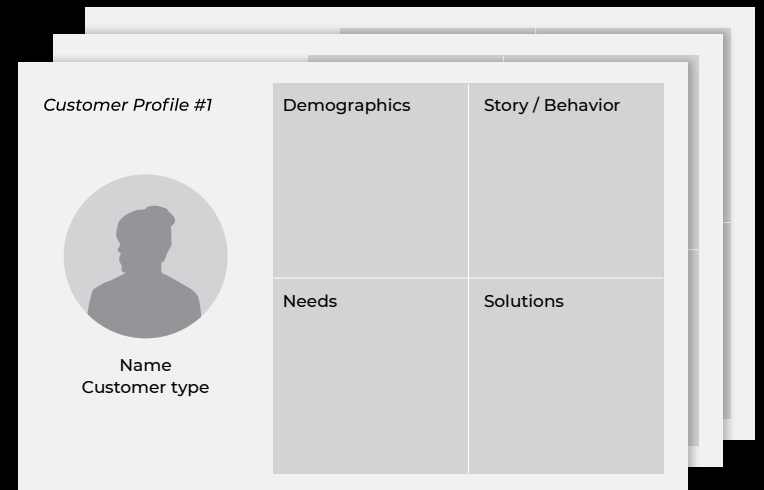
Cerra Teng

Design Strategist at [Cerra Teng Design](#)

Persona is your **TARGET AUDIENCE** *a.k.a* **IDEAL CUSTOMER.**

It's a set of customer profiles that guides your branding, marketing and sales strategy.

For the persona setting, it's your freedom to define this with as much detail as you want. However, it's more efficient to define the factors that matter. It is also more effective to do it with your team so you can get a more holistic view. It's common to set 2-4 different personas that work well together for your brand.





Erik Bangert
Aspire-to-be-alpinist

Demographics

28
Grew up in Maine but moved to Salt Lake City, UT 5 years ago for the mountains
Rents a house with his gf
FT data analyst
Owns a Toyota Tacoma

Story / Behavior

Has been climbing 8 years, favorite is alpine trad
Active backcountry skier
Intermediate ice climber
Often goes trail running and mountain biking to stay in shape
Mostly uses Instagram; doesn't use FB anymore
REI member

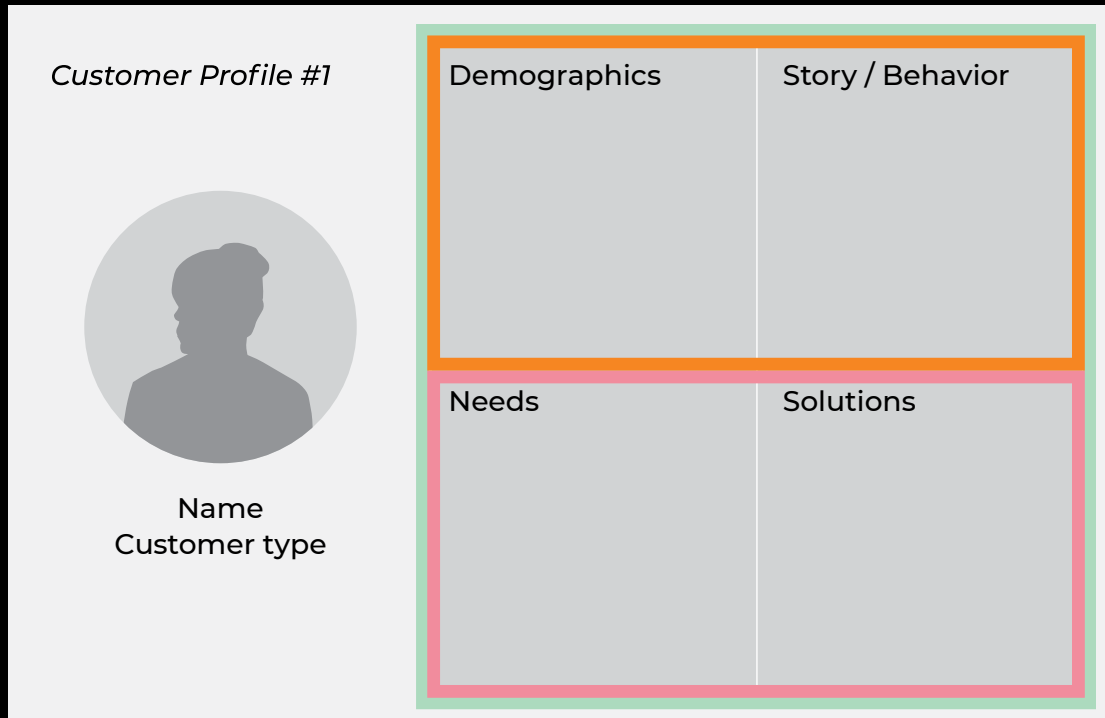
Needs

Tick off big objectives in his to-do list
Find the balance between work, adventure, social and personal life
Quality gears that can help him to send
Some cool action photos of him on the mountains

Solutions

Useful beta and training program
Products and services that save his time and hassle
Well-designed and quality-assured products
High quality, durable and lightweight camera that he can easily carry

So how does *persona* guide your branding, marketing and sales strategy?



BRAND IDENTITY

look & feel

- What's your personality?
- How does it connect to company value?
- How do they feel after interacting with us?
- How would our community describe us?
- How do you create the emotional connection between product/service and person?

SALES CHANNEL

bait & result

- Where is your target market congregating?
- What bait will you use to attract them?
- What result do you want to give them?
- How can you guide them to your sales funnel?
- Create value ladder based on their needs.

MARKETING CONTENT

voice & tone

- What platform do they use?
- How do you sound?
- How do you tell a story that resonates to what they believe?
- How do you create brand awareness?
- How do you create the sense of belongingness for the community?

BRAND IDENTITY

look & feel

We can keep defining more details about Erik's personality to develop the brand's look and feel. Ex: he's bold but rational; he takes risk but not at the risk of his life (always safety-first); he's goal-oriented but also enjoys the process.

So your brand identity (logo, colors, typography, icons, etc) should look like something Erik wants to associate with. It should also be a visual representation of your brand value.

Note: While mainly taking Erik's personality into consideration in this process, sometimes it's necessary to derive it from Needs and Solutions sections.

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MARKETING CONTENT

voice & tone

Since Erik doesn't use FB anymore, focus social media strategy on Instagram. Create a series of stories that Erik would aspire to live. Collaborate with the mountain athletes and organizations that Erik respects. Build the environment that would resonate with the community and feel like they would like to gather at.

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SALES CHANNEL

bait & result

Besides investing ads on Instagram, you also can do promotional events with outdoor companies/ organizations that Erik would go: host free adventure film events, be the sponsor of climbing festivals, etc. It's an opportunity to promote brand awareness as well as leaving bait. Ex: you can let people to try your products or give out free samples. Emphasize how it can achieve the result they want. Minimize any obstacles on their way to purchase your products/ service. Create the value ladder so that they can take a small bite at the beginning.

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The persona setting in this pdf is completely hypothetical. If anything reminds you of someone you know, it's a coincidence. To communicate the idea in an easily understandable way, the process in this guide has been greatly simplified. How you define and analyze the persona will highly depend on the type of your products/services. Other designers or consultants might have different approach. Please communicate with them and respect their process if you use this pdf as a guideline.

Cover photo and persona model courtesy of my friend, Brant.

Is that helpful? Contact us if you have any questions!

Schedule your **FREE** first consultation -
cerrateng@gmail.com
626-877-8490



About the author

Cerra Teng is a design strategist that helps companies to increase their audience by integrating marketing, branding, storytelling and design. She has worked with numerous startups and mid-size outdoor companies.

She is addicted to rock climbing and snowboarding. She also loves drawing her life on her [Instagram](#).

Website: cerrateng.com