Digital Personas

Getting Started

CMG

Digital Personas

The goal of the digital persona is to develop a quick view of your current marketing personas digital behaviors and how they may be different than the traditional purchase journey. It is important to understand how consumers behave digitally within your organization.

<Name>
<Consumer Type>

About <Persona Name>

A brief description of the persona. This includes demographics, etc.

About <personas> Purchase Journey

A brief description of the personas purchase journey both online and offline if applicable.

JOURNEY CONSIDERATIONS

Target Platforms

Identify which digital platforms the persona leverages:

- <Primary>
- <Secondary>

Goals

Describe the goals this persona wants to achieve (this is not digital specific).

- <Goal 1>
- <Goal 2>

Digital Demand

Describe what the consumer demands out of their digital experience in detail.

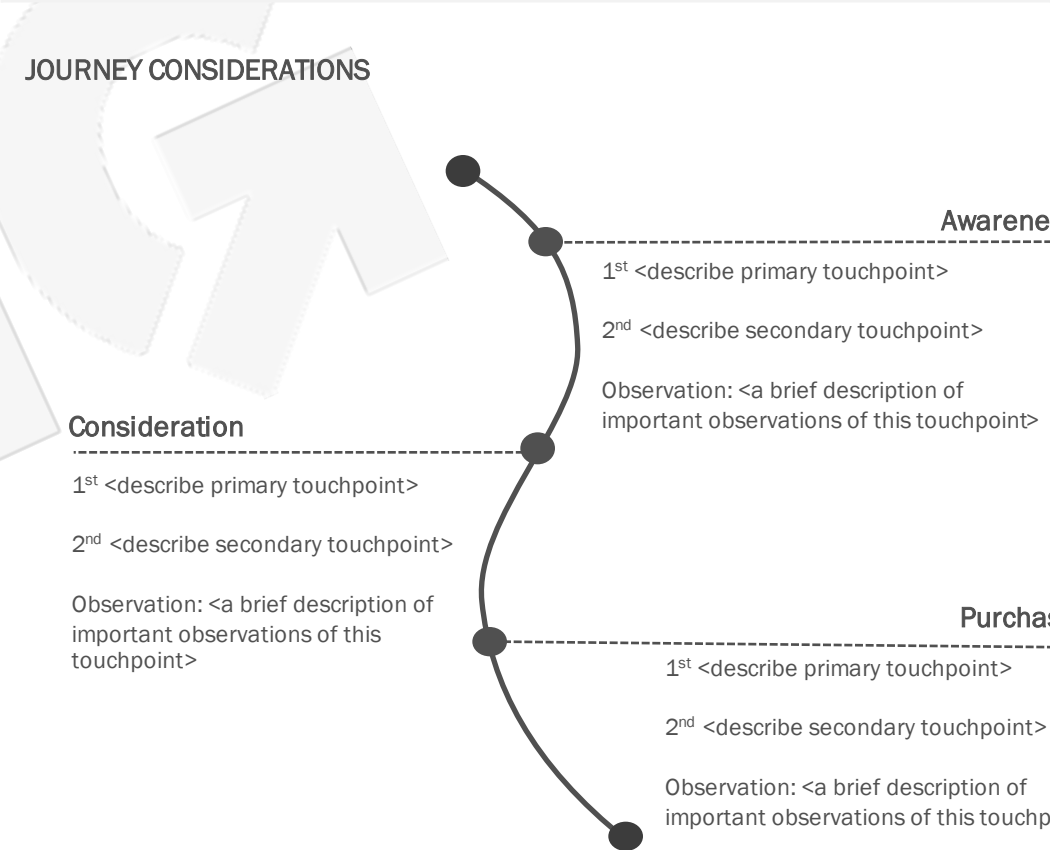What are their digital expectations on mobile, social, etc.?

Relationship with <Company>

Describe the type of relationship the persona currently has with your company.

Is it across business units?

Awareness

1st <describe primary touchpoint>

2nd <describe secondary touchpoint>

Observation: <a brief description of important observations of this touchpoint>

Consideration

1st <describe primary touchpoint>

2nd <describe secondary touchpoint>

Observation: <a brief description of important observations of this touchpoint>

Purchase

1st <describe primary touchpoint>

2nd <describe secondary touchpoint>

Observation: <a brief description of important observations of this touchpoint>

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Contact us at strategy@cmgpartners.com