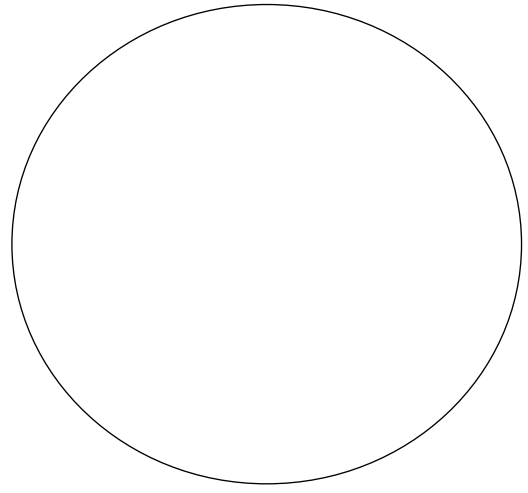


spt.

Digital Marketing Persona Segmentation Worksheet

PERSONA NAME:



PROFILE:	
Demographics:	Personality traits:
Age/generation:	Media consumption:
Education:	Socio-economic status/disposable income:
Religion/political affiliations (if any):	

VALUES/EXPECTATIONS:

PAIN/PROBLEMS/STRUGGLES:

RELIEF/DESIRED TRANSFORMATION: