

TARGET AUDIENCE CUSTOMER PROFILE EXAMPLE TEMPLATE

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CUSTOMER DEMOGRAPHICS		
1	Age range of this customer group?	25 - 35
2	Gender or all genders?	Female
3	Level of education (this will be different for different profiles)?	Bachelor's degree
4	Career or job? Add a specific occupation or include a category, such as customer service, healthcare, etc.	Mid-level manager in the tech industry
5	Where do they live? City? Neighborhood? Apartment? House?	Urban neighborhood
6	Household composition? Single? Married? Children? Pets? How many and how old?	Single with 0-1 pet(s)
7	Race or ethnic origin, if pertinent to product, such as certain food brands or dishes?	Any race/ethnicity
8	Other details?	Income range of 80-120K

CUSTOMER PSYCHOGRAPHICS		
1	Hobbies and cultural or sports interests?	Travel, music, exercise
2	Favorite movies, websites, TV shows, magazines?	
3	What is the obstacle that your product or service helps them overcome?	The inability to streamline their workflow across devices
4	Why would a customer hesitate to try your product or business? Lack of familiarity? Travel distance?	Because of concerns about data privacy
5	What specific concerns would prevent a customer from returning to your business? Rude clerk? Long wait? Dirty floor?	Because of the price point and difficult user interface
6	Why would someone recommend your business?	The design, price, customer service, and improved workflow on the go

CUSTOMER PSYCHOGRAPHICS continued

7	How much do customers spend on products similar to yours? How often do they purchase such products?	Nothing (i.e., free with ads) or a \$5–10 monthly subscription; on a quarterly basis
8	Additional observations?	This customer values sustainability and would like to improve their work-life balance.

MARKETING DIRECTION

1	What channels will best reach this customer profile?	Email, Instagram, and other social media platforms
2	Will promotions entice this customer, and, if so, what kind of promotions?	Free-trial promotions and incentives for referrals
3	What specific channels and promotions are not suited to this customer?	Digital display ads and in-person events
4	What new products, services, or updates will attract this customer?	A version of our product that teams can use
5	Other details?	

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