**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 |

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|  | 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 |

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|  | 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. |

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|  | 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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