

CASE STUDY

Manhattan International School: Creating the Persona

Based on your knowledge/research of the target market and the information provided in the case, develop a buyer persona (a fictional representation of your prospective family based on real data).

Buyer Persona family name:	
Job:	
Lifestyle and background <i>(Lifestyle, family, daily/weekly schedule)</i>	
Important identifiers <i>(Behaviour, values, personality)</i>	
Communication and tech <i>(How does the persona communicate? media, social media, radio, email, etc.)</i>	
Product values <i>(What does this person value in education?)</i>	
Common objections <i>(Why wouldn't they choose this school?)</i>	
Fun facts <i>(What else should we know about your persona?)</i>	

Evaluate the following pieces of the marketing plan for the school and consider the following:
 “What do you think each element of the marketing plan would be for MIS?”

Brand Identity What is the current brand identity? How is this conveyed?	
Target Market What does the current target market appear to be?	
Product/Service What is the current product or service?	
Positioning Statement Write out what you think the school’s positioning statement is.	

Determine, for each of the social networks below, the intended audience and related contents and messages.

	Audience	Message / Contents
Instagram		

Twitter		
Linkedin		
Facebook		