

## **Defining a Buyer Persona.**

### 1. (20-23 years)

Mary Agboola is a 20 year old lady who lives in the capital of Rivers State (Port Harcourt). She is currently an Undergraduate and is aimed at earning a bachelor's degree in Mass Communications.

Mary is always full of life and loves to hit to hit the gym in the arky hours of the morning. She also has a bakery where she picks up bread on her way back from the gym. She visits the park in the evening and works till late at night on her Laptop.

Mary likes to listen to the gentle breeze at night and cherishes her peace and quiet. She also wants to explore the world in Content Management. She believes everyone deserves a chance at life. She gets info from Instagram, Facebook, Twitter and Opera News.

### 2. (24-27 years)

Sodiq Quadri is a 24 year old man living in Magboro, Lagos State. He is a Masters Degree Holder and is currently a Freelance Digital Marketer.

Sodiq has worked for small businesses before deciding to start his own business. He is very innovative and interested in things out of the ordinary. He loves to stay home and only comes out when he has deliveries to pick up.

Sodiq loves to stare at the stars from his balcony and makes designs from it. He is very warmhearted and can work with a team. He gets info from Twitter, Pinterest and Quora.

### 3. (27-30 years)

Zainab Awoyemi is a 29 year old woman who lives in Lagos State and a graduate of Commerce. She is a Bachelor's Degree Holder.

Zainab is very athletic and agile and runs a Start-up Company. She loves having people around and is always very busy along with her employees.

She barely has time for herself and is always on the lookout for latest trends that could benefit her company. She is full of life and constantly gets information from LinkedIn, Quora, Opera News and Twitter.

## **Content Marketing Strategy.**

- Have a brand Name.
- Define your Target Audience.

- Have a brand story and Tone.
- Make use of Content Tools.
- Rationale of the Content Marketing.
- Make good use of Social Media.(Run ads too).
- Make use of the 7As.

### **Recommended Online Channels.**

- Twitter.
- Instagram.
- Quora.
- Opera News.
- LinkedIn.
- Hootsuite.
- Facebook.

### **Brand Voice.**

Seedly's Brand Voice is "Calm, Considerate and Innovative."

