



Chloe

Buyer Persona Example #1

Demographics		
Age		30
Language		English
Location		America
Education		Bachelors Degree
Annual Income		70k
Family Status		Single
Profession/Career		
Job Title		Vet
Industry		Pet & Wellness
Decision Maker		Yes
Challenges		Pricing / Value of Product
Goals		Expanding to a new location
Interests		
Favorite Social Media Channel(s)		Instagram
Least Social Media Channel(s)		LinkedIn
Favorite Brands		Bark Box, Pets R Us
Favorite Content Type (Eg. Videos, Images, Audio Books, Etc.)		Video + Imagery