

STEP 3: BUILDING A FOLLOWER PERSONA



Use this guide to learn more about your target audience and about your ideal follower

DO THE RESEARCH

- How much do you know about how each generation interacts with social platforms today?
- How familiar are you with upcoming trends and platforms and how they affect the generations that are relevant to your client?

DETERMINE WHAT AUDIENCE YOU WANT TO REACH

- The first step is to craft your persona by asking specific questions about your ideal follower
- Ask yourself the questions provided below and get **really** detailed about the answers.

CREATE A GO-TO VERSION FOR REFERENCE WHEN CREATING CONTENT

- Use the template below to complete a fictional buyer persona (S) to refer to when creating content.
- The more you use it, the more natural your brand voice and audience rapport you will have.

CROSSCHECK WITH YOUR ANALYTICS

- What your client wants might not be necessarily what the data in your social channels show.
- If any discrepancies show, adjust accordingly. If your strategy is giving the results you want, change the buyer persona. If your strategy is not working, then change your targeted audience

IDEAL FOLLOER PERSONA QUESTIONS



Ask these questions to come up with the Ideal follower your business needs.

WHAT IS THEIR PROFESSION?

WHAT DOES A TYPICAL DAY IN THEIR LIFE LOOK LIKE?

WHERE DO THEY GO FOR INFORMATION?

HOW DO THEY PREFER TO OBTAIN GOODS AND SERVICES?

WHAT DO THEY VALUE MOST?

WHAT DEVICES DO THEY USE THE MOST?

This is not everything you should consider when creating your follower persona, but it should be enough to give you a solid idea of what audience type you're going to be dealing with.



ISABEL MILLER

DEMOGRAPHICS

- 26
- low-medium
- English Speaking country
- woman

TECHNOLOGY USE / SOCIAL MEDIA

has an laptop not older model, has ipad with pen, not older model, and phone.

BACKGROUND

- Works primary school teacher
- wants to be artist full time
- boyfriend, no kids
- likes to travel, shares art on social
- is willing to invest in growing her dream of working as an artist

GOALS/METRICS/MOTIVATIONS

wants to be able to work in her passion which is art. work from home to be able to travel with her boyfriend while still making a living. her measurement for success is being able to manage their time. she's motivated by freedom

CHALLENGES

One major hurdle is time, she works a full time job and has very little time. art courses are held mostly when she works. how costly online help is. she can make a push for one payment but not for consistent payment like subscriptions

COMMON OBJECTIONS

She would not buy my courses if they were over 25 usd per course. she would not buy my course if they were part of a subscription. also she would not if they were at a specific time or were not self paced.

MARKETING MESSAGING

My persona resonates with content that helps her reach her goal by paying with her time and loyalty. she resonates with affordable content that does not require extra expenses.

ELEVATOR PITCH/BUMPER STICKER

Run your artistic business on social media successfully! take online courses specifically made for artists who want to make a living of their craft!

- self paced affordable courses
- be part of a private community of artists living off their art sharing tips and tricks.
- useful day to day mini lessons and advice on our channels!

beisway.

FOLLOWER PERSONA

NAME

DEMOGRAPHICS

- Age?
- Income?
- Location?
- Gender identity?

TECHNOLOGY USE / SOCIAL MEDIA

Device preferences? Social media platforms? Tech savvy?

BACKGROUND

- Job?
- Career path?
- Family?
- Lifestyle?
- Spending habits?

GOALS/METRICS/ MOTIVATIONS

Primary/secondary goals?
Personal vs professional goals? Top metrics they track? Motivations?

CHALLENGES

What does this person struggle with in relation to meeting goals? What serves as a roadblock for this person's success?

COMMON OBJECTIONS

Why wouldn't they buy your product/service?

MARKETING MESSAGING

How can you describe your solution to have the biggest impact on your persona? What resonates most with your persona?

ELEVATOR PITCH/BUMPER STICKER

Sell your persona on your solution - in a sentence or a few words! make sure your value and values shine through!

beisway.

FOLLOWER PERSONA