



Customer Persona Example

Including ad copy for ads on Facebook, Twitter, and Online Publications.

Summary:

The ideal customer is a tech-savvy small business owner eager to expand their brand's reach and find new business opportunities without breaking the bank. They value innovation and networking, seeking platforms that provide substantial exposure and connections with industry peers and potential clients. This customer is driven by a blend of ambition and curiosity, always on the lookout for effective ways to grow their business efficiently.

Demographics:

- Age: 30-50 years old
- Gender: Male and Female
- Location: Urban Areas, Tech Hubs
- Education: Bachelor's Degree or higher
- Income: \$75,000 – \$150,000 annually
- Business Size: 1-50 employees

Psychographics:

- Tech-savvy and open to digital solutions
- Ambitious with a growth mindset
- Enjoys networking and forming strategic partnerships
- Values innovation and efficiency
- Open to new ideas and ready to adapt

Goals:

- Expand brand visibility
- Attract new clients and partners

- Engage with industry trends and innovations
- Cost-effective marketing strategies

Challenges/Pain Points:

- Limited marketing budget
- Difficulty in gaining brand recognition
- Need for convenient networking opportunities
- Keeping up with digital transformation

Interests:

- Digital marketing
- Business growth strategies
- Online networking and virtual events
- Technology and innovation in industries

Preferred Communication Channels:

- Email
- Social Media (LinkedIn & Facebook)
- Online Webinars & Podcasts
- Buying Motivations:
 - Cost-effectiveness
 - High-quality networking experiences
 - Enhancing business visibility
 - Access to industry insights and trends

Ad Copy Messaging:

Facebook:

Looking to make a big impact without leaving your office? Secure a 30-minute slot at our upcoming virtual trade show! Showcase your innovative product to a captive audience, connect with industry leaders, and expand your business network from the comfort of your home. Limited slots are available, so book your opportunity to elevate your brand's presence today!

Twitter:

Get noticed! Present your business at our virtual trade show with a dedicated 30-minute slot. It's your chance to shine, engage, and grow—all from your computer. Reserve your spot now and stay ahead of the curve. #VirtualTradeShow
#BusinessGrowth

Online Publications & Newsletters:

Dive into the next step of your business journey with our virtual trade show! We offer a 30-minute slot to present your innovations to an eager audience of potential clients and partners. Amplify your brand's reach, network with peers, and capture new leads conveniently and affordably. Don't miss the chance to advance your business in the digital age—reserve your slot today and ensure your presence where it matters!

By focusing on understanding the needs, preferences, and behaviors of your target audience, you can tailor your marketing strategies to effectively engage and connect with your ideal customers. Need help taking the next step, contact us at lillian@theifbs.com for a free consultation.

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Need Help? Book A Free Consultation

Use this guide to target your ideal
customer for your specific offer.

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