



**We see your  
brand differently**

**three<sup>®</sup>  
rooms**

Powerful brands, by design

**Understand your customers**

Free Audience Persona Template

**Name:** \_\_\_\_\_ **Job role(s):** \_\_\_\_\_

A brief summary of their profile, background and situation

Add a  
relevant  
picture



### The main frustrations they have in their role

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### The needs that your business can address for them

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# How to build a persona

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**Not all customers are the same. Each wants (and expects) different things from your company.**

To understand them, you need to empathise, put yourself in their position, and walk in their shoes. This involves various forms of research:

- Website analytics
- Customer surveys and interviews
- Social media
- Market research
- Forums
- Talking to customer services and sales staff, as they are the ones who interact with your present customers most
- Liaising with your leadership team for a more in-depth understanding of the business

All of this information is then collated into a simple persona for each customer type. It's a simple but effective framework for building out your messaging and marketing plan.

**Stuck? Drop us a line and we can run a personas workshop with you.**

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## Full service, brand-focused

Threerooms is a full-service creative brand agency. We help our clients' brands stand out and their marketing shine.

- Brand and marketing strategy
- Logo and brand identity
- Creative design
- Marketing support

Work with the experts to build your brand.

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