BRAND PERSONA IN 6 STEPS



faq / how to use:

this packet is designed to be used in accordance with <u>this guide</u>.

a brand persona is the company's public identity. brand persona is the underlying support for all branded communications and interactions. there are many benefits to developing a consistent and cohesive brand persona. this workbook uses a six step framework to explore these brand persona elements and more, and test your developed persona's success. each section starts with a supporting example sheet, and graduates to the fillable sheets, for clarity on how the sheet should be filled in. if you need any support, feel free to send a message on the +ABOUT page. if you need this done for your business but don't currently have the bandwidth, schedule a call.

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reirmedia buyer example sheet

Buyer Age/	25-105 All generations are served
Gender	All genders are served
Marital Status	All marital status are served
Location (City,	California, Missouri, United Kingdom, China, Mongolia
State, Country,	
etc.)	Global Citizens
Education Level	Some education through graduate and post-graduate
Current Occupa- tion/Career	Non-profit Founder & Software Developer Full-Time
Primary daily/ weekend activi- ties?	Work hours, volunteering time at local schools, preparing materials for events, making meals and eating with family, and Toastmasters Weekend - Networking events, movie nights with family
What are your customer's highest priority core values? Life Priorities?	Integrity, Honesty, Faith, Boldness, Peace, and Meaningful Work Life Priorities: Building a family, giving back to the community impactfully, Serving their higher power, and Developing Self-Mastery
Motivations for product/service purchase?	non-profit reirbreed customers realize that they have business goals that require time and information that they don't currently have access to. for-profit reirbreed customers see the digital wave happening, and want to jump into the omnichannel trend to empower their customers and consumers for increases in all business indicators
What goal(s) do they have that my product/service supports?	More sales More awareness More conversions More customer ease More impressions Larger customer reach Expanding product ranges Publicize company/brand/products/ services/etc. Developing more branded interactive opportunities Developing events etc.
What platforms do these customers show up on?	LinkedIn, Facebook, Medium, Instagram, Twitter, TikTok (more watching than posting) Limited use of BeReal, Snapchat, and all other platforms
How are these customers introduced to my brand?	Currently, word of mouth. Future: Facebook Page, LinkedIn Page + Audio Events, Instagram, and TikTok
What frequently asked questions do my customers ask about the product/service?	How does that effect my business?



buyer persona build sheet

Buyer Age/ Gender Marital Status	
Location (City, State, Country, etc.)	
Education Level	
Current Occupa- tion/Career	
Primary daily/ weekend activi- ties?	
What are your customer's highest priority personal values?	
Motivations for product/service purchase?	
What goal do they have that my prod- uct/service sup- ports?	
What platforms do these customers show up on?	
How are these customers introduced to my brand?	
What frequently asked questions do my customers ask about the product/service?	

buyer persona build sheet

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buyer persona build sheet

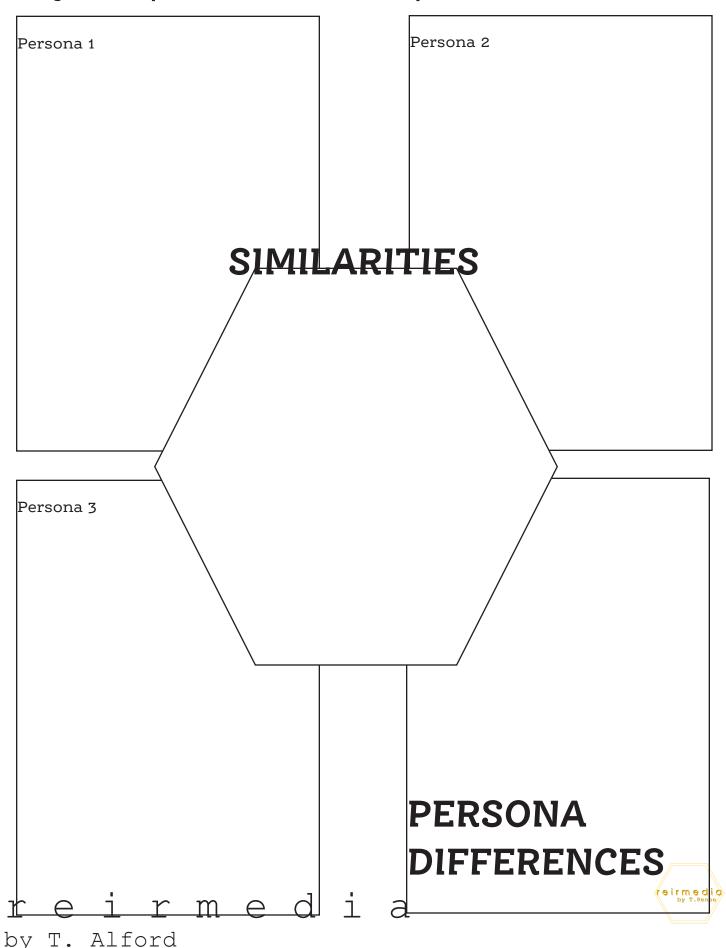
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What platforms do these customers show up on?	
How are these customers introduced to my brand?	
What frequently asked questions do my customers ask about the product/service?	



comparison example

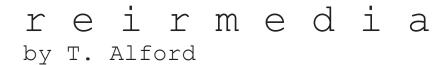
TINA DAISY - 61 years young aka. - 27 years young aka. millennial baby-boomer - happily single - happily married - proud to be from - beachy Californian - small business North Carolina - small business owner - wants to owner SIMILARITIES increase reach - wants to - family values develop digital and develop a - spiritual or religious capabilities strategy to start - uses FB, IG, and for her busines selling products LinkedIn for business nationwide uses TikTok and YouTube for entertainment - early to bed, early to rise - prioritizes holistic health ANGIE - different be-- built business with service - 45 years haviors on in mind young aka. social platforms - seeking to minimize Xennial - generational time on - happily dating language social media - proud to be from - couple status Canada - locations - non-profit founder - brand interaction - wants to automate - goals customer relationships and de-PERSONA velop a lead nurturing process, donation and DIFFERENCES event management

buyer persona comparison sheet



brand persona example sheet

Client Problem & Brand's Solution	reirmedia decreases the learning curve, inspires confidence, and provides solutions for business owners adapting their marketing strategy to include 2023 digital marketing best practice with a limited team.
Brand Vision Ultimate Brand Goal	reirmedia is boldly marching toward a future where independent business owners, creators and solopreneurs feel empowered to use digital media to market themselves or their brands, without confusion or fear.
Brand Mission Brand Purpose	reirmedia empowers small business owners, founders, solo-prene- neurs, and creators with information and knowledge to define, ex- pand, and evolutionize their businesses digitally, with dignity, hones- ty, and supported by ethics-based servant-leadership.
Brand DNA Three sayings that holistically encap- sulate brand	HOOK - diy marketing development products to empower "I know what to do." RELEVANCE - ease of use and clarity "I know how to do what I need to do." REASON TO BELIEVE - experience & continued education "I'm getting the most up-to-date information available, and I can see the results."
Full Consumer Demographics & Market Size	Largest Segment: local non-profits in a growth period, globally, in line with market difficulties current focus is local non-profits that support marginalized groups. this may change in the future. Smallest Segment: local retailers in a growth period despite market difficulties circular and eco-centered are prioritized.
Ideal Consumer Focus	reirmedia's ideal client is an integrity-driven business. whether it is a non-profit or for-profit is not of concern. there is an importance placed on marginalized owners and ares of impact.
Ideal Consumer Behaviors	reirmedia's consumer knows that support for their brand is needed. they are active, engaged, and eager to put new solutions in place for their brand. upon finding reirmedia, our ideal consumers use the free resources, and then jump with both feet into paid service options.
Brand Voice & Visuals	reirmedia consumers are empowered by information to put in place for their busines, today. for the ideal consumer, the reirbreed voice is encouraging, confident and optimistic. this is not about toxic positivity, but instead radical empowerment. visuals focus on bright and or colorful imagery, and imperfection.
Aligned Subject Matter Coverage & Non-Starters	reirmedia covers marketing, retail trends, and great marketing content and campaigns. reirbreed talks about the things that brands do right, and the trending news that affects business, and business events that may be valuable for the reirmedia audience. reirmedia does not cover *ANYTHING* else.



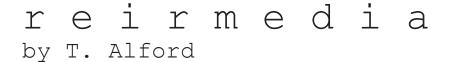


brand persona build sheet

Client Problem & Brand's Solution	
Brand Vision Ultimate Brand Goal	
Brand Mission Brand Purpose	
Brand DNA Three words that holistically encap- sulate brand	HOOK RELEVANCE REASON
Full Consumer Demographics & Market Size (\$ and growth or stage)	
Ideal Consumer Focus	
Ideal Consumer Behaviors	
Brand Voice & Visuals	
Aligned Subject Matter Coverage & Non-Starters	

brand persona support sheet

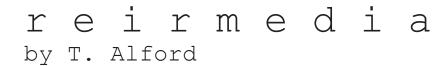
Client Problem & Brand's Solution	What customer problem does your product solve?
Brand Vision Ultimate Brand Goal	Where is the brand going? When? What will your brand ultimately achieve for society?
Brand Mission Brand Purpose	What do you do? Who do you do it for? How do you do it? What does this achieve in the world?
Brand DNA Three words that holistically encap- sulate brand	HOOK - rational product feature to emotional benefit RELEVANCE - most publicly noted feature of product REASON TO BELIEVE - product diffrentiator
Full Consumer Demographics & Market Size (\$ and growth or stage)	Largest Segment: Smallest Segment:
Ideal Consumer Focus	Who is your brand's ideal customer? What does the market of your ideal customers look like?
Ideal Consumer Behaviors	How does your ideal consumer interact with your brand?
Brand Voice & VIsuals	What energy do your consumers get from your public communications? ALSO: What does your company need to be to best relate to your consumer? What will your customers see when thay see your brand? Is there a format of imagery that will define your brand?
Aligned Subject Matter Coverage & Non-Starters	What topics does your brand cover? What topics does your brand AB-SOLUTELY NEVER cover?





persona guidelines example

Brand Name Showcase (RAY-EER-BREED)	reirbreed comes from reirse meaning, 'to laugh,' in Spanish. breed has the meaning type, species, family, category, variety, style, etc. to me, it has the meaning of the lovers of life, those that choose joy, etc.
Brand Personality Tenets & Meanings	Boldness - break the news, break it down for ease empowerment - make it conceptually simple, and frictionless encouragement - see consumers and customers as already having their desires and needs met. they are whole honesty - even at my own detriment, my word is my bond
Brand Story	reirbreed is the servant-champion of the small business owner, and non-profit founder. reirbreed communicates brand personality through introducing innovation to those we serve, and ways to enact it, simply and quickly.
Effects of Brand on Customer	my goal is that all business owners that are served through my work feel more encouranged and capable to evolutionize their own businesses and posture their companies to be best-prepared for the digital future.
Brand Values	Personal Health & Family First - To have healthy business, there must be a healthy body. Business-owners often put their businesses first. I encourage my audiences to prioritize self-care. Integrity & authenticity - I'm keeping it 100% real. No fear, No over-inflation. Just realness. Evolution - I embrace flexibility and adaption. I learn and teach so that we all grow.
Best Platforms & Platform Person- alities	LinkedIn - Business to business relationship building. Whitepapers, Audio Events, and Case studies. Facebook - Long-form content spotflight and community development YouTube - Long-form video educational content, and community development velopment Instagram - Images and Pictures of client work, client results, etc.
Fonts & Brand Color Palette	titles /healdlines - andale mono - always sans serif body - ernestine pro - usually classic serif natural colors - sand, sea, sun, sky colors maybe include hex colors
Logo Explamation & Usage	the reirmedia logo is 2 gold polygons with a 3d effect company name text, centered in the polygons. the logo is represnetative of the balanced educational light I'm shining on other owners through market-
Imagery & Video Standards	ing development and teaching marketing skillsets. imagery and video is bright, saturated, and always has a cohesive color story. hasn't been that way in the past.
Voice Anomalies - Punctionation, Unique Terminology	the reirmedia voice is meant to reflect my true personal voice, with more polish, and less subject-matter coverage. this does mean that I'm not going to code-switch, or mask my culture, or me. this may mean that I communicate properly or in ebonics. whichever it is, I'll still be sure that everyone can understand the taught principles.





brand persona guidelines build

Brand Name	
Showcase	
Brand Personality	
Tenets & Meanings	
Brand Story	
Brana Story	
Effects of Brand on	
Customer	
Brand Values	
Best Platforms &	
Platform Person-	
alities	
Fonts & Brand Col-	
or Palette	
Logo Explamation	
& Usage	
lmagery & Video	
Standards	
Voice Anomalies -	
Punctionation,	
Unique	
Terminology	



brand persona analysis example

Current Brand Data Sources	Google Analytics, Squarespace Analytics, Meta Business Suite, Mailchimp Information
Brand Persona Roll-Out	Gradual. One platform at a time, per week, for gradual scale and gradual reach increase. Each platform will have a three month trial period.
Roll-out Platforms & Content Strategy	- Facebook: One Month Calendar - Daily Stories (x6), Daily Posts (x1), Live 1x per week - LinkedIn: Two week calendar, Weekly Posts (5x) Event 1x per two weeks - Instagram: "Facebook -YouTube: 2x per week video, 3x per week shorts - Owned media: 2x long form content/week to be broken down
1st Week FB + IG Results	1 WEEK RESULTS: FB + IG REACH IMPRESSIONS: LIKES: ENGAGEMENT:
2nd Week LinkedIn Results	1 WEEK RESULTS: LinkedIn REACH IMPRESSIONS: LIKES: ENGAGEMENT:
3rd Week YouTube Results	1 WEEK RESULTS: YouTube REACH IMPRESSIONS: LIKES: ENGAGEMENT:
4th Week Owned Media Results	1 WEEK RESULTS: Owned Media REACH IMPRESSIONS: LIKES: ENGAGEMENT:
1st Week All Sys- tems Go Results	1 WEEK RESULTS: All Systems Go REACH IMPRESSIONS: LIKES: ENGAGEMENT:
1-2-3 months All Systems Go Re- sults	1-2-3 months All Systems Go REACH IMPRESSIONS: LIKES: ENGAGEMENT:



brand persona results analysis

Current Brand Data Sources	
Brand Persona Roll-Out	
Roll-out Platforms & Content Strategy	
1st Week Platform 1 Results	1 WEEK RESULTS: Platform 1 REACH IMPRESSIONS: LIKES: ENGAGEMENT:
2nd Week Platform 2 Results	1 WEEK RESULTS: Platform 2 REACH IMPRESSIONS: LIKES: ENGAGEMENT:
3rd Week Platform 3 Results	1 WEEK RESULTS: Platform 3 REACH IMPRESSIONS: LIKES: ENGAGEMENT:
4th Week Owned Media Results	1 WEEK RESULTS: Owned Media REACH IMPRESSIONS: LIKES: ENGAGEMENT:
1st Week All Sys- tems Go Results	1 WEEK RESULTS: All Systems Go REACH IMPRESSIONS: LIKES: ENGAGEMENT:
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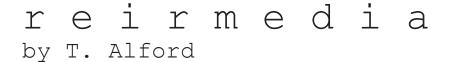


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